

# JESSICA HARTZELL

Highly accomplished public-facing representative of non-profit and government entities who offers extensive strategic relationship-building experience through creative public engagement. Capable of shaping the next phase of impact for dynamic organizations whose budget and staff have expanded, and whose programs continue to grow in complexity, scale, and reach. Demonstrates the ability to offer the guidance and resources needed to achieve impact at the highest level internally and externally. Experienced in identifying and implementing best practices related to staff recruitment, hiring, development, and retention. Notable career marked by repeat promotions to roles with increased responsibility. Recognized overall for a strong work ethic, integrity, and a high degree of personal initiative.

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## Career Experience

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*TomKat Ranch Educational Foundation*

December 2022 to present

### **Director of Operations**

Spearheading organizational transformation from private foundation to public charity. Orchestrating strategic growth, financial stewardship, and program innovation for a dynamic team of 20 nonprofit and land management professionals. Driving operational excellence and regulatory compliance at the intersection of foundation and family office interests.

### **Strategic Leadership and Governance**

- \* Architect of board development strategy, ensuring robust governance aligned with evolving organizational needs
- \* Deliver high-impact performance analytics and strategic insights to board, facilitating data-driven decision-making
- \* Pioneer impact measurement systems, enhancing organizational accountability and stakeholder trust

### **Strategic Planning and Program Development**

- \* Translate board directives into actionable strategies, harmonizing quarterly tactics with long-term organizational vision
- \* Spearhead transition to educational focus, with trajectory set for 2033 ranch school campus launch

### **Communications and Advocacy**

- \* Shape federal and state policy discourse on conservation agriculture, hosting key legislators for on-site education
- \* Orchestrated 20% growth in newsletter engagement through editorial enhancement and targeted communication strategy
- \* Forge advocacy alliances to position regenerative agriculture as a climate change solution

*Office of Maija West*

2021 to 2022

### **Special Project Associate**

Client services for philanthropic organizations and small businesses, including corporate formation and 501(c)(3) compliance. Supervised firm operations, including weekly team meetings and accountability.

*Healing and Reconciliation Institute*

2021 to 2022

### **Facilitator, Consultant, Fundraiser**

Consultation in strategic planning, fundraising, and non-profit operations. Project management and development support with a focus on advocating for the Indigenous governance program and Itsu Circle. Completed facilitator learning journey and training, serving as an associate in mediation and bridgebuilding for clients in local government. Supervised two-person in-house team, as well as multiple consultants.

*Esalen Institute*

2019 to 2021

### **Head of Community and Advancement**

Relaunched membership recruitment program and built membership from 400 to 1,500 in 2021. Co-authored and published Esalen's first annual report resulting in transparency, trust-building, and fundraising through foundations and major donors. Launched Esalen Institute Artist in Residence Program. Raised \$1M in 2020 and 2.8M in 2021; devised and

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promoted annual fundraising strategy while serving on the collaborative marketing leaders' group to generate compelling campaigns and content development. Supervised three-person in-house team and two consulting teams.

*Full Harvest Technologies*

2016 to 2019

## **Counsel**

Administered legal and compliance strategy and counseled executive suite on cross-functional projects, including board engagement and operational problem solving. Negotiated contracts with agricultural companies nationwide to sell produce on platforms. Reviewed financing, regulatory compliance, and contracting relationships and documents; supervised outside counsel.

*San Francisco Democratic County Central Committee (SFDCCC) – San Francisco, CA*

2016 to 2017

## **Proxy, Senator Dianne Feinstein**

Selected by Senator Feinstein to vote on her behalf and represent her at the SFDCCC, focusing on relationships, alliances, and monthly public panels to discuss local political issues with elected San Francisco Democrats.

*Office of U.S. Senator Dianne Feinstein – San Francisco, CA*

2006 to 2014

## **Field Representative**

Served in successive roles representing Senator Feinstein's office in 22 counties in California. Oversaw Senator's presence in the state. Represented Senator Feinstein and offered advisement on state and local policy initiatives, alliance building, and implementation of federal policy. Hired and supervised interns.

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## **Volunteer Experience**

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*Monterey Peninsula Water Management District (MPWMD)*

2024

## **Candidate, Division 5**

Running for MPWMD to demonstrate a low-cost campaign focused on good governance, civility, education about complex water issues in Monterey County and the Salinas Valley as they intersect with housing mandates and conservation planning.

*Big Sur Park School (BSPS)*

2018 to 2020

## **Founding Board Member, Executive Board Member**

Founded, incorporated, and jointly managed staff and volunteer board of 501(c)(3) corporation for nature-based education center located at the Esalen Institute.

*Mind Body Awareness Project*

2017 to 2020

## **Executive Board Member**

Provided executive oversight of program bringing secular mindfulness meditation and emotional literacy to juvenile and adult detention facilities. Oversaw development of fundraising plan and strategy pivot to serve adult populations.

*Global Unity Project*

2017 to 2018

## **Founding Board Member, Attorney**

Served as Founding Board Member dedicated to formation, program development, and funding strategy for an immigration clinic. Provided free and low-cost legal aid to undocumented minors.

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## **Education & Licensure**

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### **Juris Doctor**

University of San Francisco – School of Law

### **Bachelor of Arts, International Development Studies**

University of California at Berkeley

### **State Bar of California**

Bar Number 29046 - Active