



County of Monterey
Valerie Ralph
CLERK OF THE BOARD
BOARD OF SUPERVISORS

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cob@countyofmonterey.gov

Monterey County Regional Fire District

Application

Charles Piercey

Initialed Application: Yes

Applicant

First Name: **Charles**

Middle Initial:

Last Name: **Piercey**

Address:

[REDACTED]

High Meadows, Monterey County US

Ethnicity: **White**

Gender: **Male**

Contact

Email:

[REDACTED]

Primary Phone:

[REDACTED]

Alternate Phone:

[REDACTED]

Preferred Contact Method: **Email**

Employment

Occupation:

Job Title:

Employer:

Employer Address:

Interests and Experiences

Able to attend meetings regularly and devote the time necessary to fulfill duties as a member?

Yes

Currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group?

No

Has served on an advisory group before?

No

I want to make a difference in the community and I'm skilled at organizing and orchestrating groups of people to accomplish objectives.

Please state the reason you would like to be a member of this board committee/commission/district:

I'd like to make a difference to the community and I'm skilled at organizing/orchestrating groups of people to accomplish goals.

How did you hear about the position?:

County email

CHARLES “CHUCK” PIERCEY

OPEN COMMUNICATION

INCLUSIVE LEADERSHIP

STRATEGIC PLANNING

20+ years of high-tech product leadership success in Silicon Valley across 4 early-stage startups and multiple large companies as well as experience working on both forest sustainability and cattle disease tracking in Costa Rica.

As technology leader, advisor, and collaborator, has delivered 15+ commercial and open-source technology products to multiple markets, generating more than \$2.5B in revenue. Bridging technical and business perspectives, empowers global teams to success and mentors staff into top performers.

Skillfully manages the entire product life cycle from prototyping and testing new features to sunsetting legacy products. Designs roadmaps to illustrate product vision, and integrates multiple stakeholders' requirements into focus, prioritization, and delivery.

PROFESSIONAL EXPERIENCE

Climate Consulting, Mountain View, CA

2023 to Present

Principal

- Pro bono sustainability consulting for clients seeking to fight climate change.

KIOXIA America, Inc., San Jose, CA

2019 to 2023

Director of Product Management

- Led 5-member product team located in the US and Israel for the Japanese-owned computer memory and storage products manufacturer. Coached staff to success and collaborated with cross-functional teams.
- Over 9 releases, transformed a flash storage product into a data center-class storage architecture. Key features of KumoScale included multipath storage data path routing, volume snapshots, and an analytics dashboard.
- Developed front and back end of the KumoScale website. Authored white papers, hosted and tested online technical documentation in HubSpot Knowledge Base.
- Evaluated and selected customer relationship management (CRM) tools and vendors. Implemented social media automation, metrics, and customer tracking. Designed the customer support portal.

TidalScale, Inc. (acquired by HPE), Los Gatos, CA

2012 to 2018

VP Product Management, Co-Founder

- Co-founded an inverse-hypervisor software-defined server startup, raising \$32M across Angel, series A and B funding rounds from investors including HWP, Bain, Sapphire, and Citrix.
- Invented an app for managing virtual servers that increased data center resource utilization by 10x. Defined and shipped the first 5 TidalScale Hyper Kernel versions.
- Authored 8 volumes of technical documentation, 10 white papers, 55 blog posts, and other thought leadership materials.
- Delivered 12+ successful POC engagements in hosted environments and customer sites, as field engineer. Deployed a HubSpot CRM system to drive marketing, PR, events, which generated <5K leads.

Nokia, Inc. (formerly Trolltech), Sunnyvale, CA

2007 to 2012

Director of Product Management & Business Development

- Influenced Trolltech's development pivot from desktop computers to consumer devices, which increased annual revenues from \$25M to \$150M after conducting extensive customer research in 200+ meetings worldwide.
- Led an international staff of 35 located in the US, Europe and Asia, supporting Trolltech's hybrid open-source and commercial software Qt UI framework (acquired by Nokia at 10x valuation).
- Integrated Qt into Nokia's mobile operating system and increased the number of Nokia mobile apps by restructuring sales team compensation from Qt license-based to Nokia OS design win-based commissions.
- Argued in support of the Linux-based mobile phone software stack (for which Nokia had acquired Trolltech), but Nokia CEO Stephen Elop selected Windows mobile OS instead, leading to the collapse of Nokia's mobile phone business.

Business Objects, Inc., Levallois-Perret, Paris, France

2002 to 2007

Senior Director of Product Management

- Defined and shipped 8 products, generating \$1.5B in revenue. Granted 3 patents in analytics.
- Founded Business Objects Labs incubator to accelerate the company's ideation process. Graduated 15 concepts into prototyped products. Invented and delivered the first mobile business intelligence application (>\$150M revenues today).

Charles “Chuck” Piercey [page 2]

Early career experience:

- Apple Developer Tools, SGI, Acta Technology and ROLM Corp., Silicon Valley, CA

VOLUNTEER ACTIVITIES

Tuolumne River Trust ([TRT](#)), Member of [Advisory Board](#), focused on finance and operations (1 year)

Mountain View High School ([MVHS](#)), [English tutor](#), [AVID mentor](#) (4 years)

Santa Clara County Registrar of Voters ([ROV](#)), Vote Center Lead (6 years)

Los Altos-Mountain View Festival of Lights Parade Association ([FOLPA](#)), program manager of high school [student internships](#), [Board member](#), float builder, parade logistics manager (7 years), [Parade De-Carbonizer](#)

Wildlife Center of Silicon Valley ([WCSV](#)), Virginia opossums home release volunteer (6 years)

Deer Creeks Meadows, LLC, land development manager. Managed 100-acre Nevada City wild open space and neighborhood development project (15 years)

Economic Development, San Jose, Costa Rica, built database applications for clients including Costa Rica Ministry of Housing, International Institute for Cooperative Agriculture, Tikal Travel Company, and Portico Door Company (2 years)

Community Development Center, Nagarkot, Pokhara Region, Nepal, installed remote sanitation systems and smokeless stoves. Supported weekly medical clinic and distributed vegetable seeds to the local population (1 year)

PUBLICATIONS

- [The 12 “P”s of Taking New Products to Market](#), 2023
- [How Kubernetes & NVMe-oF Will Rock](#), Medium, Nov 7, 2019
- [The Power of K8s-native Architecture](#), Medium, Jul 24, 2019
- [Kubernetes is a Modern BIOS for the Global Computer](#), Medium, Jun 7, 2019
- [Ego, Vulnerability & Innovation](#), Medium, Oct 22, 2017

Select White Papers:

- [7 Technology Trends Driving the Industry to Software-Defined Servers](#), 2018
- [TidalScale System Performance Analysis for R](#), 2018
- [Amdahl vs. Gustafson](#), 2017

PATENTS

1. Apparatus and Method for Report Invocation and Manipulation on a Mobile Communication Device ([0018928](#)), Jan 2008.
2. Apparatus and Method for Facilitating Trusted Business Intelligence ([8010426](#)), Aug 2011.
3. Apparatus and Method for Facilitating Trusted Business Intelligence through Data Context ([8046673](#)), Oct 2011.
4. Apparatus and Method for Generating Reports from Versioned Data ([8438140](#)), May 2013.
5. Using Multidimensional Metadata Tag Sets to Determine Resource Allocation in a Distributed Computing Environment ([11216309](#)), Jan 2022.

EDUCATION

[Terra.do](#)

- **Software Stacks in Climate Tech** 2024,
- **Soil Health & Regenerative Farming** 2023,
- **Climate Fellow** 2023

MBA in High Technology Startup Operations, [UCLA Anderson School of Management](#), 1992

BA in English, [Stanford University](#), 1984, Teaching Assistance in Pascal programming 1984

Speaker Coach, [Stanford Graduate School of Business](#) and [Apple University](#), 1982-84

To the Monterey County Fire District,

My name is [Chuck Piercey](#) and I live at [REDACTED], right at the border of the suburban wildland interface in High Meadows.

I am a native of the SF Bay Area (born in Palo Alto back in the mists of time in the last century), and I have a long relationship with the Monterey area. My wife's father, Harlow, served at Fort Ord in the late 50's and her mother was an elementary school teacher in Seaside at the same time. I grew up surfing the entire Monterey Bay and Asilomar and Carmel Beach are my favorite surf spots. Our younger son, [Graham](#) (also a surfer and fisherman), graduated from CSUMB in Environmental Sciences and previously worked for the Old Monterey Capital State Park. He now works for the state of CA Fish and wildlife as a natural resources manager. Our older son, [Reed](#), is a foreign service officer with the US Department of State and is currently serving in Jakarta, Indonesia.

I have been a longtime environmental advocate and do volunteer work in habitat restoration at the [Cosumnes River preserve](#) in the Central Valley and have also volunteered as a product manager at [US Digital Response](#). I am skilled at construction, landscaping, habitat management and project management, and I am interested in supporting county-wide infrastructure and environmental investments that fight both fire and climate change. I can share here recent two articles I've written on the topic of climate change:

- [The Loss of Natural Treasures Requires a Full Throated Response](#) and,
- [Three Things Everyone Can Do to Fight Climate Change](#).

I also manage a high school internship program at the [Festival of Lights Parade](#) in Los Altos, teaching kids how to be creative and build things (without hurting themselves). Check out last year's float project [here](#).

My vision for our own property is to plant fire resistant natives and create habitat that enhances local flora and fauna. I contracted with Wildlands Workshop and now have a landscape plan that accomplishes these objectives. I am currently remodeling our home to bring the outdoor beauty of land into the interior living space (permit [#25CP02616](#)). I plan to install two 5,000 gallon water collection tanks on this property to capture rainwater for irrigation and fire suppression.

I would be honored if you would give me the opportunity to help the fire district manage fire for the county and give back to the local community. I would hope to use the opportunity to enhance the county's natural environment and fight climate change in the process.

Thank you,

Chuck Piercey