

Application Form

Profile

Taryn

First Name

M

Middle Initial

Obaid

Last Name

Email Address

Primary Phone

Alternate Phone

Home Address

Suite or Apt

City

State

Postal Code

What Supervisory District do you live in? *

District 2 Supervisor David Rabbitt

Which Boards would you like to apply for?

SONOMA COUNTY LOCAL TASK FORCE ON INTEGRATED WASTE MANAGEMENT: Submitted

Please describe your relevant experience/expertise that you believe would make you a good board member.

I have extensive formal training and experience in research (primary and secondary methods), analysis (data and technical), and communications strategy across a range of fields, including consumer behavior, products and services, industrial liability, and environmental health policy. Five years ago, I transitioned to independent consulting to focus on local and regional Climate Change and environmental health awareness-building and call-to-action initiatives. I now work with nonprofits and community organizations designing and implementing community and public policy-focused change campaigns related to consumer waste reduction; toxics use reduction; environmental protection (soil health; water and air quality); tree canopy expansion; habitat protection; flood risk reduction; and healthy parks planning, construction, and management (native vegetation, natural play structures and surfaces, pesticide programs). I believe I would be a valuable Task Force member due to my: 1) Six Sigma certification – offers strong situational analysis and insight generation to inform operational and community change strategies. 2) Belonging to a family of multiple business owners (five!) – I have a deep respect for balanced sustainability, which I define as meaningful and measurable solutions that improve Climate, quality of life, and business and economic success for the betterment of our whole community. 3) Knowledge of government policy, procedures and operations management – to identify and help influence viable change. Further, I believe my experience and skill set would complement the existing Task Force in the areas of 1) information acquisition, vetting, and presentation; 2) cross-CCB knowledge and partnership development; and 3) community communications (awareness and action-focused).

Interests & Experiences

Why are you interested in this position? What skills would you bring to this agency?

I am interested in this position because I see significant opportunity for our County to reduce our Climate impact through integrated waste management practices while strengthening our quality of life and economy. I want to use my research, analysis, and communications skills to help make a real, sensible impact for our County and Climate. I strongly believe in a non-zero-sum approach: solid partnerships and win-win solutions for community and businesses to improve how we manage our waste in Sonoma County, as a model for other regions – for greater Climate resilience.

REDACTED

Upload a Resume

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

I Agree

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Gender

Female

Ethnicity (optional)

Occupation

Strategy and Communications Consulting

Highest Level of Education. Select one of the following *

College/University degree

Primary Language

English

Taryn M Obaid

Experience

Please list two local references below. Please provide their phone number and email address below.

Annie Stuart, 350 Petaluma Steering Committee Member **REDACTED** John
Shribbs, Petaluma City Council Member **REDACTED**

Community Service Experience

City of Petaluma Tree Advisory Committee, Council-Appointed Member; 350 Petaluma, Community Liaison; Sonoma County Conservation Action, Toxic Free Future Campaign Partner; Sonoma County Safe Ag, Safe Schools, Advisory Board Member; Save North Petaluma River Old Growth Forest, Founder; ReLeaf Petaluma, Brand Development Committee; Protect Wild Petaluma, Co-Founder; Petaluma River Clean-Up Days, Volunteer

Education

UC Berkeley; BA, English

Employment

Self employed -- I am an independent consultant

TARYN OBAID

REDACTED
REDACTED

HIGHLIGHTS

- Award-winning customer insights innovator with first-rate brand strategy and market research expertise, and relentless results focus.
- 8+ years success driving high-value holistic customer insights for personal and business insurance marketing and operations: acquisition, retention, and growth (up-sell, cross-sell) across segments and channels.
- 15+ years quantitative and qualitative research experience: study design, method/instrument design (surveys, focus groups, in-depth interviews, ethnography), fielding, analysis, and reporting. Synthesis of disparate studies, data sets, and analyses into rich actionable insights to strengthen strategic competitive advantage.
- Net Promoter certified – Customer experience touchpoint mapping, measurement, and management per cognitive and emotional brand components and business goals. Integration of Qualtrics and Salesforce for CXM automation: feedback loop, SLA functionality, and live dashboard reporting for regional Customer Service and Account Management teams.
- Six Sigma certified – Assessment of operational conditions, identification of root-cause issues/opportunities, and collaborative solutioning via workshops to facilitate deep customer understanding, performance excellence, and operationalization of continuous improvement.
- Launched Salesforce Sales Cloud for marketing campaign measurement and sales funnel management.

EXPERIENCE

CONSULTANT, Petaluma, CA

2017-2022

Non-profit, Community and Public Policy Advocacy

- Strategic planning, communications design and campaign execution for local, regional and state initiatives related to climate change, environmental protection, and public health to impact municipal, regional, and state policy.
- Multi-channel strategies: broad targeting per fragmented decision making dynamic; advocate acquisition, relationship building and targeted mobilization campaigns; database build; impact assurance per accountability measures.
- Community building across organizations, localities, and issues to sustain engagement and success.

THE DOCTORS COMPANY, Napa, CA

2012-2017

National professional liability insurance carrier, \$4B assets

Director, Market Research

Responsible for planning, design, and delivery of member and channel surveys; qualitative research; data analytics; and competitive intelligence to increase customer acquisition, retention and value.

- Led team of three analysts; developed 5-year strategic plan; managed budget, and initiated supplier relationships/contracts to optimize channel and customer marketing effectiveness.
- Built and implemented multi-platform (Qualtrics-Salesforce) Voice-of-the-Customer program: collaborated across departments to leverage disparate data sets, systems, and processes; co-designed new SLAs, KPIs and training to drive customer satisfaction, cross/up-selling, and continuous product and operational improvement.
- Innovated targeting strategy by acquiring market profile data and overlaying break-through competitive price modeling to inform regional sales and marketing communications programs.
- Partnered with Direct Sales function to design and launch Salesforce sales funnel intelligence and

- marketing campaign effectiveness measurement per analog and digital activities.
- Designed and launched Competitive Intelligence Portal for regional teams (Jive).

ALLIANZ/FIREMAN'S FUND INSURANCE COMPANY, Novato, CA 2007-2011

National property & casualty insurance subsidiary of global financial services company, \$2T assets

Manager, Market Insights & Strategy

Built and managed team of 3 researchers: end-to-end research and strategic analysis projects related to all phases of product lifecycle for personal and business product lines. Established policies, procedures, and preferred vendor program through stakeholder collaboration.

- Product development: design, management, and reporting of surveys and focus groups to ideate, test, and brand new products for high-net-worth and affluent consumers. Reduced product development cycle by four months by integrating strategic analysis and new product ideation for personal segment: target market/affinity program, unique partnerships, and strategy for capturing new market share. Estimated \$100M+ premium.
- Revitalized company operations by introducing *Customer Touchpoint Strategy*, a cross-department approach to facilitate understanding of customer behaviors, attitudes, pain points, and unmet needs. Adopted by Customer Service and Claims to ensure a Voice of the Customer-led approach and as a basis for training and managing performance.
- Grew business premium by \$5M over three years with innovative *GROWTH Opportunity Profiles*: segment analyses including evolving value chain; adjacent industries; consumer demographics/psychographics, product/service trends; technological developments. 2009 Innovation Award.

HASBRO/WIZARDS OF THE COAST, Seattle, WA 2004-2007

Gaming systems and publisher division of international toy company, \$4.5B revenue

Analyst, Marketing Research

Co-development and management of research program, including business need prioritization, budget, project management, and vendor management.

- Extensive product testing with children, teens, young adults, and adults: mini focus group and dyad test design, moderation, instrument development, reporting.
- Overhauled retailer panel tracking study to focus on brand-building insights and distribution channel communication rather than solely inventory and sales. Strengthened retailer engagement and increased in-store product demonstration rates and sales.
- Instituted game event-monetization data analytics. Set up brand teams with data analysis tool to extend value of the data set, fostering deeper understanding of event participation-product purchase dynamics to increase event ROI.
- Large international category studies.
- Ethnography: contextual interviewing and observation fieldwork to understand segment attitudes and behaviors to inform product development.

AWARDS

Innovation Award finalist, Allianz/Fireman's Fund Insurance Company, 2011

Innovation Award, Allianz/Fireman's Fund Insurance Company, 2010

Innovation Award, Allianz/Fireman's Fund Insurance Company, 2009

EDUCATION/CERTIFICATIONS

Bachelor of Arts, English, University of California, Berkeley

Six Sigma®

Net Promoter®

INTERESTS/ACTIVITIES

Gardening, California history, Macroeconomics, Spain