

WENDY WEIDEN, MPA

wendyweiden.com

education

- 2010-2012 **PRESIDIO GRADUATE SCHOOL** **SAN FRANCISCO, CA**
Masters in Sustainable Public Administration, focus on food systems. GPA: 4.0. Valedictorian.
Thesis: *Local Lunches, Local Livelihoods: Feeding Students, Farmers, and Economies through California's School Meals Programs*, a policy argument for financial incentives for local procurement in schools.
- 1994-1998 **HARVARD COLLEGE** **CAMBRIDGE, MA**
Bachelor of Arts, magna cum laude, American History and Literature. GPA: 3.9. Phi Beta Kappa.
- 2002 **TANTE MARIE'S COOKING SCHOOL** **SAN FRANCISCO, CA**
Professional cooking class.

teaching

- 2013-2017 **TEACHING POSITIONS**
- University of the Pacific (San Francisco).** Adjunct faculty, Food Studies.
- *The Food Industry, from Enterprise to Entrepreneur.* Developed and teach class exploring the food value chain from field to fork, employing the frameworks of strategic business analysis, market failure, and the influences of policy and the regulatory environment.
- Presidio Graduate School (San Francisco).** Adjunct faculty.
- *Intersectoral Innovation in the Food System.* Developed and taught class highlighting the interconnected nature of private, public, and non-profit sectors in prevailing food system dynamics.
 - *Market Failures and the Regulatory Environment.* Collaborated on development for innovative MBA/MPA course advancing multi-sectoral strategies to solve intractable social, environmental, and economic problems.
 - Winner of the 2015 MK Gratitude Adjunct Faculty Award and 2015 Outstanding Teaching Assistant Award.
- The Food Craft Institute (Oakland).** Workshops on business planning for food entrepreneurs.

professional

- 2008-present **PRINCIPAL & FOUNDER, WENDY WEIDEN FOOD SOLUTIONS** **SAN FRANCISCO, CA**
- Food Systems, Feasibility Studies, Food Systems Financing***
- **Second Harvest Food Bank of San Mateo/Santa Clara Counties.** (Consultant with Karen Karp & Partners). Explored whether and how SHFB should develop a prepared food recovery and distribution strategy. Quantified supply of and demand for potentially recoverable prepared food. Developed and assessed strategic options for prepared food handling via qualitative and quantitative research, national scan of prepared food recovery models, and interviews with donors, recipients, and peer organizations.
 - **Healthy Retail SF.** Created a feasibility study and financial model to explore developing a small-scale, social enterprise food delivery company serving corner stores in the city's *Health Retail SF* program. Worked with multi-stakeholder client team to incorporate program priorities and parameters into model.
 - **The Health Trust.** (Consultant with Karen Karp & Partners). Assessed the financial and operational feasibility of a for-profit meal delivery social enterprise subsidizing Santa Clara County's Meals on Wheels program. Tasks included primary research and synthesis from relevant enterprises, identification, and evaluation of potential foodservice partners, competitive analysis, and recommendations.
 - **The Children's Discovery Museum of San Jose.** (Consultant with Karen Karp & Partners). Developed a sustainable business model for museum café that incorporates healthy, local food and meets the needs of diverse families. Tasks included qualitative and quantitative assessment of child-focused institutional food operations, analysis of current café operations, and recommendations. Phase 2 included selection of new café operator, architect, and graphic designer, project and budget management, menu and procurement standards development, oversight of branding, graphics, signage, labels, materials.
 - **The 11th Hour Project.** (A project of the Schmidt Family Foundation). Drafted white paper on landscape

and opportunities for impact grant-making in sustainable, regional food systems.

Retail and Business Strategy

- **Let's be Frank.** Producer of locally-sourced grass-fed beef hot dogs and complementary products. Created 3-year sales and strategic development plans including launch of new branded retail concept, business plan and financial model across four distribution channels. Developed private label products. Led website redesign; created print collateral, wrote copy. Managed sales, special events, and catering.
- **Jamba Juice.** Led cross-functional team to optimize and expand new food platforms (fresh/ready-to-eat, frozen, and breakfast). Defined new product concepts and conducted strategic analysis of business opportunities, P&L impact, and product COGS. Introduced new vendors and sustainable ingredient sources. Managed communication and sell-in of products to franchise partners.

School Meals

- **The Center for Ecoliteracy,** a non-profit exploring ecological and health education in K-12 schools.
 - Created research brief outlining performance, health, and social benefits of improved nutrition through school meals, central to the Center's "Making the Case" publications.
 - Worked with school food authorities in two Marin County, CA districts to articulate strategies and metrics for improving quality, procurement, and participation in meal programs.
- **National Farm to Cafeteria Conference.** Presented *The (Surprisingly Strong) Economic Case for Locally-Sourced Food in School Meals*, promoting financial incentives for local procurement.

CHEFS CATALOG

SAN FRANCISCO, CA

- 2007-2008 **Director, Food and Culinary Development.** Developed and launched new food assortment for catalog engaged in re-branding and assortment overhaul. Key accomplishments include:
- *Created food assortment.* Developed food assortment with sales near \$1M in Q4 2007.
 - *Drove cross-functional teams to create new business tools.* Created and managed development calendar.
 - *Developed buy plan, projections, and margin plan.* Negotiated costing and margins to exceed department goals. Created projections and developed optimal inventory flow for holiday season.
 - *Wrote and produced creative.* Wrote copy, sourced and designed packaging. Managed freelance team.

WILLIAMS SONOMA INC.

SAN FRANCISCO, CA

- 2004-2007 **Manager, Food Development.** Managed team responsible for developing proprietary food products including confections, sauces, dry mixes, and beverages. Key accomplishments and responsibilities included:
- *Drove food development process.* Defined needs and opportunities within food assortment and created products to fulfill them, focusing on innovative, high-margin, high-volume SKUs.
 - Drove 50% increase in fall/holiday assortment sales (average product margin of 72%).
 - Led 10-20 person, cross-functional teams including buyers, designers, and inventory planners.
 - *Directed food development team.* Managed team responsible for approximately \$40MM/yr in sales.
 - *Negotiated product costing, optimizing for retail and margin targets.*
 - *Managed vendor relationships.* Sourced vendors, communicated product requirements, negotiated cost, margin and support of food marketing programs. Increased vendor base by 50%.

- 2003-2004 **Assistant Manager, Food Development.** Selected for new, 4-person team created to develop and launch private label food products, resulting in 1st year increases of 24.9% (net sales) and 26.3% (IMU).

2008-present **VOLUNTEER POSITIONS**

- **Seedling Projects.** Board Member. Creator of the *Good Food Awards* and *Good Food Merchants Collaborative*, national recognition and promotion programs for sustainable artisan food businesses.
- **California Farm to School Taskforce.** (2011-12). Participant on Policy sub-committee.
- **San Mateo County Food Systems Alliance.** (2011-2013). Participant on Farm to Institution Committee.

personal Enjoy food and wine, exploring local food purveyors and chefs, collecting cookbooks, international travel, quality fiction, and staying fit (enabling the enjoyment of food and wine!)