

Mark Tweddle



July 11th, 2023

Attn: Jennifer Berger

California Department of Food and Agriculture,
Integrated Pest Control Branch,
1220 N Street, Sacramento, CA 95814

THE CALIFORNIA APIARY BOARD - PUBLIC MEMBER VACANCY

Dear Jennifer,

I would like to be considered for the Public Member vacancy on the California Apiary Board.

I am a relatively new hobbyist beekeeper and I am confident that the board will not need the public member to add to the extensive commercial beekeeping knowledge of the board. Where I offer considerable value to the board is where the operation of the board interfaces with the general public and the hobbyist beekeeping community.

You will see from my resume and application I have experience and have developed skills in policy, governance, and communications which I would leverage to help the Apiary Board to represent and further the interest of the Beekeeping industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'M Tweddle'.

Mark Tweddle

**CALIFORNIA DEPARTMENT OF FOOD AND
AGRICULTURE CALIFORNIA APIARY ADVISORY BOARD
PROSPECTIVE MEMBER APPOINTMENT
QUESTIONNAIRE**

APPLICANT PERSONAL INFORMATION

Name: Mark Tweddle Date: 3/27/23

Mailing Address: [REDACTED]
Telephone Number: [REDACTED] Email: [REDACTED]

PROFESSIONAL INFORMATION

Name of Company: N/A

How long have you participated in this industry? I have not. I keep bees privately & non-commercially
List names and dates of industry, trade, associations, and/or programs you are/and/or have been associated with:

ADDITIONAL INFORMATION

Check one. Indicate which member position you are seeking to fill and answer the associated questions.

BEEKEEPER PUBLIC MEMBER SUBJECT MATTER EXPERT

Do you have a financial interest in the sales or marketing of bees, pollination or other apiary products and/or services? YES NO

If yes, please explain: _____

Briefly list your credentials related to entomological science, apiary breeding, or general beekeeping:

I offer to the board almost two decades of experience of government policy for the Ministry of Defense in the UK, business acumen from my Imperial College London MBA, and communications skills from building a small business focused on improving team dynamics through facilitated storytelling.

 3/27/23

SIGNATURE

DATE

MARK TWEDDLE



REFERENCES

Available upon request.

SUMMARY

I love businesses; understanding how they work, grow and deliver. I've been working mainly with smaller businesses since I moved here from the UK in 2008.

EXPERIENCE

Co-Founder, YouTellYours.com

Van Nuys, CA = 2017 to present

Started an educational business utilizing storytelling events to improve the performance and cohesion of teams.

Accomplishments

- Applied an entertainment based skillset to modern business needs.
- Leveraged a personal development experiment into a B2B service.

Owner, Nedulous Productions LLC

N Hollywood, CA — 2010 to 2017

Leveraged online video skills and business knowledge to deliver a multitude of services.

Accomplishments

- Created ThisDayToday YouTube channel - 450 videos, 315k views.
- Developed eCommerce site & social media for YouTellYours.com.
- Social media campaigns & website for JAGMAG music group.
- Email list development for musician Chesney Hawkes.
- Video webseries for Melrose Business Improvement District.
- Infomercial edit for GreatStart Mattress.
- Producer for BBC segment with Russell Brand.

Brand Manager / Freelance Consultant, Talent Branded

Encino, CA — 2015 (4 months)

Led brand strategy and service provision for diverse portfolio of clients.

Accomplishments

- Delivered Facebook campaigns with user-generated video content.
- Developed successful lead-generating health questionnaires.

Vice President Dyal Productions, Inc

Hollywood, CA - 2011 to 2012 (1 year 1 month)

Created online presence, managed live video streaming events, developed event proposals and provided overall interim operational management of the company.

Business Analyst/ Management Consultant, Ministry of Defence (UK)

London, UK — 1991 to 2008 (17 years)

Scientist Management Trainee, Systems Analyst for RAF, MBA sponsored student, Project Manager for MOD finance system implementation, Management Consultant for MOD and other Govt Depts, Customer Management Team Leader for MOD HQ and Centre.

EDUCATION

Imperial College, London : MBA — 1996 to 1997

Strathclyde Univ, Glasgow : Electronics Degree — 1985 to 1989

SKILLS

- IT literate for MAC / PC / Linux.
- Word / Excel / Powerpoint.
- Video Editing & Live Streaming (FCPX, Premiere).
- Photoshop.
- Wordpress - Hosting / Admin / Author
- Quickbooks User.