Board Profile:
Director Rosanna Herber
Ward 4

Rosanna Herber was first elected to the SMUD Board of Directors in 2018 and began serving on the Board in January 2019. She represents Ward 4, which includes Curtis Park, Land Park, Greenhaven, Pocket, Walnut Grove and part of Elk Grove.

Herber dedicated 20 years of her career working at SMUD in such areas as government affairs, key accounts, community relations and community engagement. Before retiring in 2012, she served as the Director of Public Power Strategy for the California Municipal Utilities Association (CMUA), where she researched and published the “Handbook on Public Power Options,” for CMUA. Herber was also Chief of Staff to Sacramento City Councilwoman Kimberly Mueller, where she developed the “Trees for Tomorrow” campaign, which supported the growth of the Sacramento Tree Foundation.

Herber has spent decades volunteering and building relationships with businesses and community groups. She served as president of her Curtis Park neighborhood association, and has taken on leadership roles in a variety of community organizations, including the Sacramento LGBT Center, the Greater Broadway Partnership, and Soroptimist International of Metropolitan, Sacramento. Herber serves as the mayor’s representative on the Sacramento Transit Authority Board which decides how federal transit dollars are spent locally. She is also the president of the Lili Valley Water Company and a founding member of the Sacramento Women and Girls Advancement Coalition.

Herber is the first openly LGBTQ person elected to the SMUD Board. She has received several honors for her community service, including an LGBTQ Pride Award from the California State Legislature, a Community Advocate Award from Equality California and the “Freedom from Want” Award from Sacramento Stonewall.

A native of Fort Wayne, Indiana, Herber moved to California in 1986. She graduated with honors, from Indiana University (Bloomington), receiving bachelor’s degrees in psychology and Spanish. Herber also earned an MBA, with honors from Saint Mary’s College (Moraga). She and her wife of over 20 years live in Curtis Park with their darling dogs.

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As the nation’s sixth-largest community-owned electric service provider, SMUD has been providing low-cost, reliable electricity for more than 70 years to Sacramento County (and small adjoining portions of Placer and Yolo Counties).

SMUD is a recognized industry leader and award winner for its innovative energy efficiency programs, renewable power technologies, and for its sustainable solutions for a healthier environment. SMUD is the first large California utility to receive more than 20 percent of its energy from renewable resources. For more information, visit smud.org.

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