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, giving birth to the Sacramento Tree Foundation.

Herber has spent decades volunteering and building relationships with businesses and community groups. She served as president of her neighborhood association, and has taken on leadership roles in a variety of community organizations, including the Sacramento LGBT Center, the Greater Broadway Partnership, the Rainbow Chamber, Lambda Community Players, Mercy Homeless Advisory Board and the Lili Valley Water Company. Herber is currently a Soroptimist and part of the Leadership Council of the Sacramento Women and Girls Advancement Coalition.

She received a Pride Award from the California State Legislature in recognition of her community service and a Community Advocate Award from Equality California.

A native of Fort Wayne, Indiana, Herber moved to California in 1986. She is a graduate of Indiana University (Bloomington) where she earned bachelor’s degrees in psychology and Spanish. Herber also earned an MBA from Saint Mary’s College.