Judy Baker

Founder, brandvines

Cofounder, Book Marketing Mentor (BAIPA scholarship winner)

Residence: Sonoma, California

Judy Baker is completely creative. She started performing in her own back yard. Her first breakout role was Romeo in *Romeo and Juliet* in her hometown of San Diego. Baker studied drama and telecommunication at San Diego State University, coming north for an audition at A.C.T. Although she didn’t get the part, she moved to San Francisco — where she met her future husband at a party on Pier 33, July 4th, 1976.

She attributes her love of color to her mother, and her love of books to her father. Dad and daughter visited the library 2–3 times a week. Stories, books, communication, and connection are her enduring passions.

Judy loves to learn and teach. Her theater training makes her workshops on creativity, branding, and book marketing fun and entertaining. She is presenting and leading a workshop on book marketing for BAIPA in March. She is leading a workshop at the 2018 Redwood Writers Pen to Published conference in April.

Baker’s [brandvines](http://brandvines.com/) clients include artists and authors, and alternative health care professionals. Baker launched a partnership with Judy M. Reyes, [Book Marketing Mentor](http://bookmarketingmentor.com/) in 2016. Together, they are creating online courses for independent authors to help them build an audience, plan, launch, and market their books.

Judy studied Organization Behavior at UCSF. She became the first Director of Human Resources at Sutter Home Winery. In one year, she set up systems for employee performance reviews, outsourced part-time and seasonal warehouse hiring, evaluated and reduced costs for health insurance, improved healthcare benefits, designed and managed the company newsletter, wrote, designed, and published Sutter Home’s first employee handbook.

After Sutter Home, Judy partnered with four of her fellow human resource professionals to create the North Bay Career Resource Center. She did a career pivot when she discovered her writing and design skills were in demand. She provided graphic design services to small businesses in Sonoma. Her clients kept asking for help with marketing. Judy added marketing services and expanded around the country.

Judy is a Past President of [BAIPA](http://baipa.org/) and continues to serve on the Board. She is Membership Chair for [Redwood Writers](http://redwoodwriters.org/), the largest California Writers Club with over 300 members.

Visit [brandvines.com](http://brandvines.com/) and [bookmarketingmentor.com](http://bookmarketingmentor.com/) to see marketing tips and videos produced by Judy.

Judy lives in Sonoma with her husband, Garry, and their 4 chickens, Aria, Puff, Lacey, and Scarlet.