



Mikael Blaisdell & Associates, Inc.

Thursday, October 2nd, 2025

Paul Garza
Lynn Finley
Jan McGourty
Susan Savage
Kathy Wylie

I have been involved in the Mendocino Coast Health Care District Board for the past three years, and have observed the changes that have come to the board along the way. I placed third in the four person election for the two open seats last year. I am a member of the Planning Committee, and am familiar with the challenges posed to the MCHCD and our hospital by the earthquake safety requirements of the state.

I would like to apply for appointment to the vacant MCHCD board directorship resulting from the resignation of Paul Katzeff, to serve through November of next year as mandated by California election law.

What I will bring to the Board if appointed are the skills developed over the past 40 years as a management consultant in the international software business sector. These include organizational design and development, problem analysis and resolution, social media management, public speaking, writing, event design and production, and the building and managing of communities of various types. I also bring in-depth operational knowledge of both for and non-profit boards.

Sincerely,

A handwritten signature in black ink, appearing to read 'MBAI' or a similar stylized name.

Mikael Blaisdell
mikael@mblaisdell.com

Mikael Blaisdell

Professional Experience

Mikael Blaisdell & Associates, Inc. *January, 1980 - present*

Mikael Blaisdell & Associates is a management consultancy primarily focused on the international business software industry. Clients have included all sizes of firms, from multi-national enterprises to start-ups, across a wide variety of business sectors. Projects have included analysis and re-engineering of customer support and service groups, design of customer success initiatives, software application selection and implementation, product design and market reviews, and the design, building, and maintenance of online communities and social media campaigns.

The Customer Success Association *January, 2012 - present*

I am the founder and Executive Director of the CSA, an international professional association serving executive leaders of corporate Customer Success groups worldwide. The resources of the CSA include an extensive website that I designed and built which provides a Library, wiki, Index of articles and companies, The Customer Success Directory of technology vendors, consultants, trainers, outsourcers/fractional executives, and recruiters. The CSA maintains an online community of over 64 thousand members worldwide, which I founded in 2009 beginning with 350 members. I also designed and produced conferences in San Francisco, Seattle, Denver, Boston and London from 2013-2019.

Board Experience

Point Cabrillo Light Keepers Association; *Vice President. 2022 - present*
Noyo Bida Truth Project; *Director. January 2024 - March 2025*
East Brother Light Station; *Secretary. July 2001 - Jan 2009*
Service Management International; *Secretary. February 1997 - Sept 1998*
Association for Software Design; *founding member. 1993-1994*

LinkedIn profile: <https://www.linkedin.com/in/mikaelblaisdell/>