



Jacob Adiarte

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Jake Adiarte is the Director of Marketing, Strategy and Growth for the North Coast States Carpenters Union (NCSCU), leading strategic initiatives across a jurisdiction spanning from Bakersfield, California, through Oregon and Washington, to Northern Idaho and the Canadian border. NCSCU represents approximately 59,000 carpenter members and is a leading force in the West Coast construction industry.

Jake directs market development, contractor engagement, and long-term strategies that build industry partnerships and increase union market density. His work integrates organizing, workforce development, labor-management strategy, and member engagement to create sustainable economic opportunities for members and signatory contractors. He also develops mentorship and leadership programs that promote connectivity and prepare the next generation of union leaders.

Previously, Jake directed one of the labor movement's largest organizing operations, leading organizers, strategic campaigners, and labor compliance investigators. A carpenter apprentice in 2002 and journey-level carpenter before becoming an Organizer in 2008, Jake brings firsthand trade knowledge to union leadership. Throughout his career, he has advanced contractor participation, member employment, growth, and the competitive position of union carpenters in the marketplace.