

# Value Proposition

### Who is this guy?

- Bil. gets things done.
- Bil. has played key roles in major companies like Microsoft, ChipSoft, Motorola, and Peter Norton Computing, as well as in non-profit organizations and in government.
- Bil. knows how to work with all kinds of people and personalities to “get the job done.”
- Bil. focuses on “What is in the best interests of the organization?”
- Bil. is a writer, first and foremost, communicating and inspiring via the “play of words.”
- Bil.’s writing etches fresh imprints on the intellect that have impact.
- Bil. is a professional who knows how to work with people as part of a team to make great things happen.
- Strengthening and fine-tuning the structure and efficiency of an organization is how Bil. gets so much done (usually behind the scenes).
- In high-profile positions, Bil. has successfully met and exceeded goals, while staying under budget.
- Bil. is known for inventive, creative solutions, innovative ideas, and workable strategies—all tempered with common sense and well within guidelines, policies, and budgets.

### CONTACT INFO

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Bil. Alvernaz is one of those rare individuals who has the experience, skills, background, talent, know-how, creativity, inventiveness, vision, and personal **goals** that he can instantly channel into what you need to have done.

Bil. can combine his successful track record in communications with his energy and potential to **help people do more** with information and technology. He can make a difference because he helps people be much more productive by **boosting communications** and emphasizing action, efficiency, follow through, and results.

Here is **Bil.’s approach to the job ...**

- ✓ Evaluate current marketing processes.
- ✓ Talk to those in the organization to see what is (and isn’t) working; plus what is needed.
- ✓ Look to see what more can be done, especially for increasing public awareness.
- ✓ A **S.W.O.T.** Analysis, looking at **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats, allows planning for the future starting now.
- ✓ Use the web and all communications for the benefit of organization and public exposure.
- ✓ Stay on top of tasks, issues, and priorities.
- ✓ Work closely with management, staff, vendors, and outside agencies.
- ✓ Leverage existing lines of communication while creating newer, more effective ones.
- ✓ Develop and implement mission objectives.
- ✓ Always look to see what more can be done.

This quote sums up Bil.’s approach:

*“Some men see things as they are and ask why? I dream of things that never were and ask why not?”* Robert F. Kennedy

### Credentials:

- Knows marketing, communications, web development, process mapping, performance excellence, metrics, and staff management.
- Conducted business intelligence tied to strategy and planning.
- “Gets ink” in the media.
- Motorola Bravo award for improving work flow and communications.
- All Star award for work done as part of a team and in communications.
- Managed Chambers of Commerce and non-profit organizations.
- Managed staff, volunteers, contractors and vendors to achieve goals and objectives.
- Orchestrated and made a presentation to the President of the United States on behalf of private property rights.
- Pioneered a winning formula for effectively working with the news media for great impact and positive results.