

PROFILE - BIL. ALVERNAZ



This profile presents Bil. Alvernaz ...

- a) Who he is;
- b) What he can do; and
- c) Why he is just the person you are looking for.

Bil. Alvernaz knows communications, public affairs, media relations, PR, marketing, web content/management, and administrative management – including running organizations or teams. Experienced, trained, talented, and ready with know-how, Bil's infectious enthusiasm, inventiveness, and follow through gets the job done!



Who is this guy?

Bil. Alvernaz has an impressive record in communications and marketing:

- Managed business units, enterprises, and non-profit organizations for over 30 years, working with Presidents, Boards of Directors, staff, consultants, vendors, customers, members, the public, and elected officials.
- Worked at local, state, and national levels lobbying, fund raising, making presentations, doing research and information gathering.
- Arranged and made a presentation to the President of the United States.
- Appointed by the President of the United States to an Economic Council.
- Appointed by the California's Governor to serve on a state-wide task force.
- Handled marketing and public affairs for companies, government entities, and organizations to boost their "branding and mental shelf space."
- Streamlined, improved, and expanded media relations to "get ink!"
- Received Motorola's Bravo Award for "improving communications and helping people do more."
- Played a key communications role for Microsoft, maximizing their efforts.
- Managed people and teams for successful communications campaigns.
- Created roadmaps and handled projects/plans for strategy and planning.
- Helped build companies like the TurboTax company and Peter Norton Computing, running all of their marketing and communications.
- Traveled for and represented companies in negotiations, competitive market intelligence, marketing, and promotion.
- Worked with and managed a wide variety of people and personalities.
- Wrote for USA Today, United Feature Syndicate, and trade publications.
- Created the first web portal to be in conformance with the Workforce Investment Act of 1998.



What Bil. can do and how he will do it.

For Bil., writing ties everything together - from printed publications, presentations, and speeches, to the media relations and the web ... the formats, platforms, and content now all blur together so it needs to be a coordinated effort by someone who knows how it all works (including handling the news media) and by someone who can write, present, and manage it all.

Here is how Bil. Alvernaz can and will do what he does ...

- It all begins, and ends with constantly addressing one basic question: “What is in the best interests of the organization?”
- The starting point is a S.W.O.T. Analysis ... examining the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats results in a “road map” for your Communications Plan.
- The Communications Plan is tied together as follows:
 - Communications (internal and external).
 - Marketing (built on the foundation of collateral material).
 - Media Relations (which is a minimal cost with BIG results).
 - An effective, constantly updated web presence.
- You don’t get “business as usual” with Bil. Alvernaz.
- You will get a relentless, tireless, enthusiastic, inspiring approach to “making things happen” ... because that is what Bil. Alvernaz does.
- You will get an innovative, inventive, effective, efficient, “results oriented” approach tied to a “road map” (that is constantly evaluated and updated).
- Combine all of that with someone who “starts the day” early to “get a jump on things,” and you have the main reason why Bil. Alvernaz has been able to do what he has done and will be able to accomplish MUCH for you!
- While Bil. Alvernaz has done much to make him the “right fit” for this position, wherever he might not have all of the experience required, Bil. sees that both as an advantage and opportunity ... here’s why:
 - Bil. didn't know anything about the real estate industry and yet he turned the Santa Barbara Board of REALTORS into what became a national model for running Boards of REALTORS.
 - Bil. didn't have any experience with income tax software and he turned TurboTax (and ChipSoft) into the “voice of tax software,” making in the #1 tax software package.
 - Bil. didn't know anything about Workforce Commissions or Private Industry Councils, but his efforts revamped how statewide agencies marketed their services. Bil.’s “blueprint” led this agency to be the first in conformance with (and a national model for) the Workforce Investment Act of 1998.
 - Bil. didn't have a clue about military intelligence software, yet he revamped how information is gathered, presented, encrypted, transmitted, and displayed for the “soldiers on the ground in the theater of war,” and he won awards for his innovations.

