

# INSIGHT ...



**Bil. Alvernaz**

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[Online Dossier](#)

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

## Communications and Marketing

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Communications is what ties everything together, internally and externally, giving a consistent voice to tactically and carefully provide information. Marketing is **the planned process of activities** for public & media relations, advertising, presentations, publications, and the web. Business intelligence and market research show what is (and ISN'T) working effectively so you can focus and fine-tune all efforts.

## Bil. is the person you want

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Communications and marketing are the common threads in all of what Bil. has ever done. Doing his homework, research, and working closely with people is how Bil. always gets impressive results. Bil. made significant contributions to Microsoft and Motorola nationally and globally. His plan and efforts made TurboTax a phenomenon and a success. His work in local, regional, and state government, as well as for large and small companies, made a difference. Bil.'s managerial, organizational, planning, strategy, writing, and people skills (along with patience, persistence, perception, and perspective) are what he credits for his success. Bil. gets things done because **he stays focused and pays attention to detail**.

## Bil. gets things done

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Research, listening, logic, common sense, and applying his practical work experience are what make Bil. effective and productive. Many of his successes have come from Bil. having little or no experience in particular fields. Bil. looks at such situations as **advantages and opportunities** because he has a unique ability to quickly grasp exactly what needs to be done and then he does it, intuitively blending his experience and knowhow with a **well-organized approach** that makes great things happen ... FAST.

Bil. helped make TurboTax #1 and the voice of an industry. He did the same thing "mapping out a plan" for Peter Norton Computing. The statewide web format he created for Private Industry Councils was the first one nationwide to be in compliance with the 1998 Workforce Investment Act (and it is still in use today). Bil. helped a company become a major player in military intelligence helping our troops on the field of battle. Bil. turned a real estate board into a national model that also led to a meeting with the President of the United States and appointment by the Governor to a statewide taskforce. Microsoft chose Bil. to head their online efforts to define and then pioneer Microsoft's web communities presence, a position he held and led for over six years as Windows and the Internet evolved.

## Bil.'s approach leads to success

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Bil. looks at whatever he does like a jigsaw puzzle. You meticulously work your way through figuring out how to "**put the pieces together**." Bil. approaches a new position by first "keeping things going" while looking closely at what is and isn't working. He does a **S.W.O.T. Analysis** by talking to people inside and outside of the organization. He then creates a **roadmap** and plan based on Strengths, Weaknesses, Opportunities, and Threats. That allows him to understand how to proceed. Bil.'s reputation is one of strengthening what is working well, revamping what needs improving, and jump-starting whatever else has been missing or still yet needs to be done. **The results are noticeable and make a difference!**

## So just who is this guy?

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The President of Motorola, in presenting that company's prestigious Bravo Award to him, summed up Bil.'s impact this way: "**Bil. maximizes technology and resources** to share information and 'tell the story.' Bil. is NOT *business as usual*. He imagines the possibilities and helps people do more. He is creative and inventive with an **infectious, inspiring enthusiasm that encourages and motivates people**. His expertise in Human-Computer Interaction breathes new life and a very special touch into anything he does."