

From: Bill Shaughnessy, Microsoft Corporation

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<text from email>

Subject: Letter of reference regarding William J. (Bil.) Alvernaz

My name is Bill Shaughnessy and I'm a General Manager for MSN at Microsoft in Redmond WA. I manage a number of services that range from Hotmail, MSN Messenger Service, Communities, and our Ad Platform business. I am providing this information to support Bil. and to reinforce his opportunities in his job search.

I have known Bil. Alvernaz since we worked together in the Marketing Department for Everex Systems in the 1987-88 time frame. I was initially impressed with Bil. - his writing abilities and his tenacity when it came to project management. He is excellent at conceiving and mapping projects and programs and his creativity and innovativeness really are assets when it comes to making things happen.

Over the years I have stayed in touch with Bil. and have constantly been impressed by all of his accomplishments. I mean anyone who can figure out a way to make a presentation to the President of the United States and pull it off flawlessly, well, you can't help but be impressed. I have worked with Bil. in various capacities, including when he worked directly for me managing the MSN (Microsoft Network) online communities for Computing and the Internet (very high-traffic communities). Bil. is truly a talented individual, who has an amazing ability to bridge the gap between technology and non-technical worlds; and he knows how to budget exceptionally well for projects and programs (without ever going over budget, too). He is an exceptional writer and has great experience in web content and editing. But it doesn't stop there - Bil. knows how to tie it all together in terms of cross promotions, from the web to newspapers, radio and television. And, he knows how to work local groups, clubs and organizations through the often-overlooked exceptional technique of a Speakers Bureau to "get the word out."

Bil. has excellent leadership qualities. He understands the importance and responsibilities of leading teams and he doesn't miss deadlines - EVER! When it comes to working with people, Bil. doesn't just work with them, he inspires and motivates them. His work ethic sets an outstanding example, too. Bil. works well leading a team or being part of team. He isn't worried about who gets the credit. He just wants to know what the goals and objectives are, along with the timetable and milestones. He is relentless (in a good way) about making things happen. And, he knows when to "stay out of the way" as well as how to not "pinch toes" ... the bottom line is that he gets things done; and people are always, always willing to help him and work with him. He makes working a fun experience with his unique sense of humor and wit.

One of the things about Bil. that I have seen him do extremely well over and over again is his knack for project management. He sticks with a project (or program) from inception to completion; and he is flawless in execution (where most projects tend to falter). If you give a project to Bil., you know it will happen. Bil. also tracks metrics to measure the effectiveness of programs, too. This is extremely important when you start evaluating what comes next.

Bil.'s presentation abilities stem from his outstanding writing skills and talent. He has written speeches for corporate Presidents as well as put together a wide variety of presentations in government, business and the corporate world. Bil. puts together presentations based on the audience - who they are, what you want them to know (and why), and what you want them to do - the end result. His presentations are effective and to the point. Bil.'s CD Business e-CARD has an excellent "Virtuality" PowerPoint presentation that zeros right in on what Bil. can do (complete with sound, if you want it); and it even outlines his approach to how he works as well as presents information. Bil. knows how to write business and strategy plans, too.

Bil. Alvernaz can effortlessly work global in scope, as he did for Microsoft with the Windows95 and Windows98 Forums on MSN. He can work effectively at the local, state and national levels, too. Or he can be just as effective one-on-one. Whatever Bil. does, he gets results. He is a diplomat, too. I think Bil. would be a great addition to any enterprise or organization.

If you need additional information, please contact me.

Regards,

Bill Shaughnessy

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