

BILL JEPPESEN
(dba Effective PR, Inc.)
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Public Relations Professional

*Manager – PR Plans & Programs – Messaging, Positioning & Council – Speaker Placement
Article Development – Analyst Relations – Product Launches
Writing & Editing – Press Releases*

Public relations professional with more than 15 years experience leading successful PR campaigns for renewable energy and high technology companies. Skilled in the art of written and oral communications that explain and convey company messages and information via earned media coverage. Strengths:

- **Team Player** – Ran the PR department for subsidiary of a large networking company, representing the business unit to other divisions and corporate PR. Developed a complete PR program, resurrecting a network management product to industry-leading, top tier status. (SunConnect for Sun Microsystems)
- **Big Picture Mentality** – Built a “press-release-only” PR project into a balanced PR program, increasing coverage from rare, sporadic hits to an average of three articles, speaker placements and/or inclusions in analysts’ reports per month. (SCHOTT Solar, Inc.)
- **Strategic** – Created a PR program and positioned it as a value-added service to potential customers, increasing sales from a few hundred thousand to more than \$2m over two years. (The Bonneville Environmental Foundation)
- **Resourceful** – Turned industry forum into a positive, pro-press information source through a series of outreach activities, including an instant news access program, pre- and post-program surveys and relationship building programs. (The ATM Forum)
- **Message Development** – Developed a series of articles, white papers and speaker placements in order to create and nurture an “industry buzz,” positioning a highly technical chip-level client for its eventual acquisition. (SwitchOn Networks)

Employment & Technology Background

Contractor

SCHOTT Solar..... Photovoltaics
OnGrid Solar..... PV Financial & Sales Analysis
Premier Power..... Solar Electric Design & Install
BEF..... Renewable Energy Credits
CleanStart..... Clean Energy Showcase

Hewlett-Packard..... Network Security
SwitchOn Networks.... Deep Packet Processing
Speedera Networks.... Content Delivery Networking
WinNet..... Wireless Ethernet
Nokia..... Flat Panel Displays

Corporate PR

Madge Networks..... Enterprise Networking
Sun Microsystems.... Network Management
Novell..... Networking Software

Agency PR

3Com..... Networking Hardware
Gazelle Microcircuits... Gallium Arsenide ICs
Software Publishing.... PC Software Products

Professional Background & Employment History

Manager of domestic and international PR and communication programs

Manager of direct reports, agencies and budgets

Leader of domestic and international spokespeople press-training seminars

Writer and editor of contributed feature articles

Developer and facilitator of multiple press and analyst tours

Copywriter for advertising, newsletters and corporate brochures

Public Relations and Communications Contractor

- Individual contributor/contract employee for renewable energy and high technology companies. 1997-present
- Responsible for integrating PR objectives, strategies and actions and tying them into overall marketing plans. Projects ranged from months to several years. Accountable for results from simple press announcements to complete communication plans.

Senior Manager, Public Relations, *Madge Networks*

1994-1997

- Responsible for corporate and product messaging public relations programs, including speaker and editorial placements, contributed articles and product review program management.
- Responsibilities also included analyst relations as well as staff, budget and agency management.

Senior PR Specialist, *SunConnect (A Sun Microsystems Business Unit)*

1993-1994

- Developed, implemented and oversaw the business unit's first PR program to re-establish its product and partners as the leading suppliers of enterprise network management solutions.
- Responsible for guiding and directing outside PR agency, communicating project status to business unit management while also representing the business unit at Sun Microsystems corporate meetings and events.

Project Manager, Press Relations, *Novell*

1990-1993

- Responsibilities included the positioning and management of new product introductions and all public relations for Novell's Communication Products Division.
- Projects included developing and tracking editorial calendar and speaker tracking opportunities, as well as creating article and speaker profiles and relevant pitches.

Senior Account Executive, *Franson & Associates*

1987-1990

- Assistant Account Executive through promotions to Senior Account Executive: Responsible for all phases of account services including PR consultation, writing, editing, pitching and placing articles and speakers.

Community Involvement

Jackson Elementary School, Volunteer labor and event staff support

El Dorado County Community Services District, Adult Sports Representative, Youth Sports Coach Volunteer
