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RESUME

Paul von Beroldingen

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Overview

- A veteran communications consultant with a background in public relations and advertising agency management, corporate marketing communications, broadcasting and media training.
- Skilled in strategic planning, new business proposals, media contact, litigation support, crisis and issues counsel, speechwriting, spokesperson services and community relations.
- Experience covers a broad range of clients: Fortune 500 corporations, international firms, trade associations, public agencies, local companies and nonprofits.
- Special expertise in real estate development, land use, legal issues and financial services.

Consulting

Partial Client List: 1988 – 2007

- **San Remo Hotel** — Provided marketing communications, media training and spokesperson services for owners of an historic North Beach hotel for 15 years. Managed media relations during legislative hearings and litigation communications throughout a landmark property rights lawsuit that reached the U.S. Supreme Court: *San Remo Hotel v. City of San Francisco*.
- **San Francisco Hotel Association** — Developed messages, managed publicity and served as spokesperson for an association representing commercial interests of hundreds of hotels that protested increasing government regulation of private property.
- **California Society of CPAs** — Achieved statewide business and financial news placements in top newspapers, radio, television and Internet sites for tax planning and financial management tips. Conducted media coaching for financial specialists.
- **Cord Blood Registry** — Developed and implemented customized marketing and sales presentation training for the world leader in cord blood stem cell banking.
- **BNP Paribas** — Conducted media coaching and issue analysis for senior executives in the U.S. Western Region office of BNP Paribas, first-ranked French bank.
- **Overture** — Served as a senior team member for employee focus groups and management assessments during acquisitions of Fast Search & Transfer and AltaVista.
- **A.F. Evans Company** — Managed publicity for the opening of Estancia, a trend-setting 450-unit residential complex in Silicon Valley with disabled access and upscale design features.
- **Contra Costa Water District** — Drafted an award-winning strategic plan to promote the \$450 million Los Vaqueros Reservoir, centerpiece of the Contra Costa Water District.
- **Knights of Columbus Foundation** — Managed advertising, coordinated with media sponsor KGO Radio, drafted radio spots, issued news advisories and created backgrounders for annual three-ring circus performances that raised funds for mentally retarded children.
- **Youth for Understanding** — Developed a public relations and marketing communications training program for Bay Area leaders of an international foreign exchange program.

Corporate Post

Crown Zellerbach Corporation: 1983 – 1987

- Senior manager of marketing communications for primary industrial divisions of a Fortune 500 international paper and forest products company based in San Francisco.
- Developed targeted communication programs aimed at leading manufacturers of office printers and photocopiers; design firms and printing companies; office supply chains; retail copy centers; and publishers of magazines, catalogues, newspapers and directories.
- Supervised advertising agencies, PR firms, graphic designers, video production companies, photographers, writers and direct marketing firms. Coordinated internally with marketing, corporate communications and governmental relations departments.
- Directed sales promotion for Crown's largest capital investment project, linking a new manufacturing facility to the company's role as supplier to the Olympic Games.
- Coached senior executives on effective presentations to employees and corporate customers during periods of reorganization, mergers and acquisitions.

Agency Management

Bay City Public Relations: 1970 – 1982

- Founder and president of Bay City Public Relations in San Francisco.
- Clients included Fortune 500 companies, local manufacturers, professional firms, financial services, city and state agencies, real estate developers and trade associations.
- Responsible for proposals, business presentations and client relations. Assembled and supervised account teams. Formed joint ventures with non-competing firms and contractors.
- Received awards from the Public Relations Society of America, the American Advertising Federation, Bay Area Advertising and Marketing Association and Western Art Directors Club.

Representative Clients and Services:

- **Chevron Chemical Company** — Managed copy, design, photography and production of marketing brochures and audio-visual projects for major divisions: Petrochemicals, Additives, Fibers, Fertilizer, New Ventures and Consumer Products (Ortho Home & Garden supplies).
- **Liquid Air Corporation** — Initiated publicity in general news media and trade press for U.S. facilities and latest technologies used in the food industry, medical services and manufacturing. Arranged first California TV news coverage.
- **American Express Company** — Coordinated San Francisco satellite downlink events and local publicity for the first major cause-related marketing campaign, the Statue of Liberty Restoration, which became a textbook case on innovative corporate marketing techniques.
- **Hanson, Bridgett, Marcus, Vlahos & Stromberg** — Secured legal and business media placements for one of the first Bay Area law firms to use publicity in business development.
- **Child Health and Disability Prevention Programs** — Designed an award-winning Bay Area campaign that served as a statewide model for multilingual public health education.
- **Bracco Distributing Company** — Managed events celebrating the 50th anniversary of the largest California Anheuser-Busch distributor and the opening of its new computer-controlled warehouse. Participants included civic leaders, top elected officials and August Busch III.
- **Eastshore Park** — Assisted business and civic leaders in securing corporate, community and public agency support for a massive San Francisco redevelopment project, in later years re-named "Mission Bay."

- **United Federal Savings** — Arranged first Bay Area financial news coverage, corporate identity, logo design, branch applications and collateral.
- **Envelope Manufacturers Association of America** — Managed national news, industry articles and event tie-ins with U.S. postal service and international paper companies.
- **Modern Mode** — Designed integrated marketing communications for a high-end line of office furniture targeted to corporate clients, architects and interior designers.
- **Sinbad's Pier 2 Restaurant** — Directed all marketing: VIP opening, news articles, print and radio ads and logo design. Sinbad's became a symbol for a revitalized commercial waterfront.

Media

1968 – 1969

- **KCBS-AM Radio**, San Francisco — Assistant news editor.
- **KGO-AM Radio**, San Francisco — Part-time relief producer.

Professional Leadership

1970 – present

- Public Relations Society of America (PRSA) since 1975. Served two terms as San Francisco chapter president and held numerous local, regional and national committee posts.
- San Francisco Public Relations Round Table since 1976. Former chairman of this discussion group reserved for select Bay Area PR executives.
- PRSA Counselors Academy since 1976. PRSA Independent Practitioners Alliance since 2004. International Association of Business Communicators (IABC) since 1978.
- Bay Area Publicity Club since 1974; board member, 1976–1978. North Bay Advertising and Communications Association vice president, 1980–1982. San Francisco Advertising Club/Association board member and publicity committee chair, 1970–1976 and 1987–2001.
- Panelist and speaker for educational and professional organizations, including the University of California Extension, Golden Gate University, IABC and PRSA national conferences.

Community & Civic Service

1975 – 2007

- San Francisco Chamber of Commerce, Business Alliance Program member, 2006-2007
- San Francisco Convention and Visitors Bureau, 2007
- Planning Association for the Richmond (PAR), the city's largest neighborhood improvement organization. Served as board member, PR counsel and media contact, 1993–2003.
- Richmond District Community/Police Forum, a district-wide organization dedicated to crime reduction. Steering committee member, 1987–1997.
- Kaiser Permanente Community Task Force, member of a group monitoring expansion of medical sites in the city's Western neighborhoods, 1999–2002.
- San Francisco Youth Courts. Co-founder and board member, 1988–1994. Managed a national publicity campaign for the launch of this innovative diversion program to reduce juvenile crime.
- San Francisco Junior Chamber of Commerce. Board member and public relations chair for "Youth in Business Day" and "Youth in Government Day," 1975–1978.

Education

1962 – 1969

- B.A. with honors in speech major from the University of California at Berkeley.
- Graduate studies and teaching assistant assignments in broadcast communications arts at San Francisco State University. Emphasis: radio and television news and public affairs.