

WILLIAM C. BLAND
(415) 640-8434 (c)
william@facenteconsulting.com

QUALIFICATION SUMMARY

- Non-profit executive with proven experience in project management, strategy development, budgeting, management, grants administration, research, community engagement, communications, and facilitation.
- Dynamic leader utilizing a collaborative style across stakeholders – community members, government, community-based organizations, public and private business, funders, legislatures and policy makers and possessing excellent interpersonal and communication skills.
- Expert in grant writing, program evaluation, grant review and monitoring.
- Accomplished in addressing HIV and health issues impacting disproportionately impacted/underserved communities, e.g., MSM, people of color, substance users, IV drug users, transgenders and women -- locally (Northern & Southern California, nationally and internationally)
- Expert consultant on community organizing, facilitation, program design, project work teams.

EDUCATION

MBA—Marketing, UCLA Anderson School of Management, Los Angeles, CA
MPH – Health Services Management, UCLA, Los Angeles, CA
BSPH – Health Education, University of North Carolina, Chapel Hill, NC

PROFESSIONAL EXPERIENCE

FACENTE CONSULTING

2020 - present

Senior Project Manager – Richmond, CA

- **Oversee** an exciting and dynamic portfolio of projects related to HIV, hepatitis C, sexually transmitted infections, harm reduction, and other important public health issues, helping to match staff consultants to incoming projects and ensure mission-driven, impactful growth of the company.
- **Lead** the timeline, budget, and overall project plan for California's Ending the HIV Epidemic program implementation in 6 counties (Alameda, Orange, Riverside, Sacramento, San Bernardino, San Diego, and San Francisco), in collaboration with other consultants on the EtHE team.

MACY'S INC.

2013 - 2020

Sales/Customer Service Experience Manager – Herald Square, New York, NY

- **Selected** to participate in Executive Development Program at Macy's Flagship/Headquarters location as a result of outstanding sales and leadership results and performance at Macy's branch location in Burbank, CA.
- **Served** as member of executive management team responsible for guiding overall business operations and ensuring consistent provision of high quality, impactful business results that exceed sales and profit goals while providing excellent customer service.
- **Led and developed a team** of 30 sales and operations associates through high quality leadership, supervision and coaching to achieve individual and collective sales and customer service goals. Responsible for more than \$15MM in sales revenue.

BLACK AIDS INSTITUTE

2009 - 2012

National Mobilization Manager, Los Angeles, CA

- **Led, planned, developed, implemented, coordinated and evaluated successful national multi-tiered community HIV health education/engagement campaign** (social marketing, special events, capacity building, social media, public policy) targeted to the African American community nationally and internationally.

- **Provided consultative health education services to health departments and communities on program planning, development and implementation.** Reached more than 95% of the African American population in the U.S. through effective utilization of media channels, strategic partnerships, geographic targets, and community level interventions.
- **Utilized qualitative and quantitative data collection methods (pre and post examinations, focus groups, surveys, interviews and questionnaires) and evaluation findings to create and implement effective capacity-building training.** Served as curriculum developer and core faculty for the Black AIDS Institute's African American HIV University and successfully trained more than 100 organizations on conducting effective community engagement campaigns.

SAN FRANCISCO AIDS FOUNDATION
Director, Community Programs, San Francisco, CA

2002 - 2008

- **Served** as member of senior executive team responsible for strategic planning, fiscal management and day-to-day management of \$25MM agency.
- **Planned, developed, coordinated and evaluated evidence-based, culturally and linguistically appropriate, health education and community development programs.** Targeted low-income, at-risk communities in San Francisco – *Black Brothers Esteem, Speed Project, El Grupo, Gay Life.*
- **Created and implemented comprehensive program evaluation plan in collaboration with University researchers, stakeholders and health educators.**
- **Successfully tripled department staff and budget.** Through a combination of strategic planning, grant writing and staff development grew budget (\$1MM) and staff (10).

APLOMB CONSULTING
Vice President, San Francisco, CA

1998 – 2002

- **Created healthcare consulting practice – provided program planning, development, coordination, evaluation, grant-writing, data collection, analysis** as part of an overall firm focus of developing mutually beneficial relationships between corporations and the lesbian, gay, bisexual and transgender (LGBT) communities.
- **Successful in obtaining more than \$5MM for clients/80% success rate.** Grants procured for clients from local, state and national health departments and foundations.
- **Designed, facilitated and documented statewide and national HIV strategic and public policy initiatives.** Developed and facilitated strategic initiatives (gay men, African Americans) for state health departments (California, New York, Hawaii) and national organizations (Centers for Disease Control & Prevention, National Alliance of State & Territorial AIDS Directors).
- **Successful in delivering more than 100 million media impressions for clients.** Created and executed innovative public relations plans for clients that generated millions print, broadcast and online impressions.

NATIONAL TASK FORCE ON AIDS PREVENTION
Director, National Programs, San Francisco, CA

1994 – 1997

- **Planned, developed, implemented, coordinated and evaluated culturally and linguistically appropriate, evidence-based health education programs** for more than 1,000 organizations and individuals developing HIV prevention programs targeting gay and bisexual men of color.
- **Provided consultative health education services to health departments, key stakeholders and communities.** Conducted strategic assessments and implemented plans for more than 25 organizations serving gay and bisexual men of color.
- **Evaluated the impact of health education programs on target population's knowledge, attitudes, beliefs, practices and behaviors through data collection methods.**

BRAND MANAGEMENT – CONSUMER PACKAGED GOODS

1988 – 1993

ORAL-B (division of Gillette), Redwood City, CA

Miles Laboratories (division of Bayer), Elkhart, IN

Kraft Foods, Glenview, IL

- **Successfully promoted** through the ranks of Brand Assistant, Associate Brand Manager and Brand Manager for various brands at several Fortune 500 companies.
- **Managed all aspects of brand development** – sales force management, advertising, market research, promotions, new business development, strategic planning, P&L, R&D.

RELATED EXPERIENCE

Board Member – Horizons Community Foundation, Bay Area Young Positives

Grant Reviewer – San Francisco DPH, CDC, SF AIDS Walk, Macy's Passport

Member, UCSF CAPS Community Advisory Board, SF HIV Prevention Community Planning Council