

Bethany Williams

Strategy & Intelligence Manager at Lake County Partners



Summary

Hi! I'm a economic and workforce development professional with experience at the intersection of the public and private sectors. I've spent my career advancing economic development through workforce, infrastructure and business projects. I like to use my business education and government experience, along with my strong data analytics and communication skills to solve problems. I like working in environments where I get to tackle big, messy projects, work in teams and utilize my public speaking skills.

I'm more of a utility player than a specialist, but I'm a quick study and have enjoyed becoming an "expert" on subjects as varied as high-speed trains, the feeding habits of San Francisco bay sharks, and (especially) wine.

Experience

Strategy & Intelligence Manager at Lake County Partners

June 2016 - Present

Review and analyze public and private data sources to identify insights and opportunities to promote economic and workforce development in Lake County. Specifically, I monitor economic, labor market, demographic, transportation and commercial real estate data to support local municipalities in their economic planning, and to attract and retain businesses in critical industries, including advanced manufacturing, healthcare, biopharma, and professional and technology services.

Research Analyst at Lake County Workforce Investment Board

December 2011 - May 2016 (4 years 6 months)

- Wrote strategic communications plan for the Workforce Investment Board and the Workforce Development Department, including needs assessment, audience targeting, image development, and implementation strategy. Co-lead cross functional Communications Team, which implemented the plan, including doubling social media followers in four months.
- Developed a series of communications tools including a video presentation outlining the role and responsibility of the Workforce Investment Board, Annual Report, press releases, e-blasts, newsletters, fact sheets power point presentations.
- Conducted an evaluation of the organizational structure of the Workforce Development Department. Presented final report and analysis including recommendations for changes in process flow, organizational structure and realignment of staff responsibilities to the Director and management staff.
- At the request of the President of the organization, developed strategic communications plan for the Illinois Workforce Partnership, a coalition of workforce development agencies from across the state. The plan,

which clarifies critical messages and identifies specific targets, was reviewed and accepted by a vote of the statewide representatives, and is now being implemented. Developed and presented an instructional power point on social media best practices for workforce agencies. Adapted the presentation into a webinar for front line workforce staff statewide.

- Developed presentations and reports for the Lake County Workforce Investment Board. Responded to Board inquiries and comments. Responsible for Board and committee administration including Board policies, agenda development and meeting minutes.

Public Involvement Manager at HNTB

November 2009 - December 2010 (1 year 2 months)

- Led outreach efforts and a 7-person communications team to inform and engage the public on the 50-mile California High-Speed Train and Caltrain Modernization Projects on the corridor between San Francisco and San Jose (3 counties/18 communities).
- Planned, scheduled, and executed 85+ community meetings and public hearings. Testified on behalf of the project before city councils and county boards of supervisors meetings.
- Utilized innovative techniques and structured activities to create productive dialog. Exercises were designed to elicit constructive feedback taking into account diverse community needs and standardizing feedback so could put it into a framework to direct the engineering/design team.-
- Developed communications strategies, stakeholder-appropriate messaging and tools for community members, elected officials, and government staff, including presentations, e-blasts, meeting materials, press releases, and written reports.
 - > Exceeded legal requirements for public outreach for California Environmental Quality Act and National Environmental Policy Act.
 - > Communicated more details, resulting in improved press coverage and more support from elected officials; efforts were instrumental in identifying areas of consensus with constituents.

Manager

February 2004 - November 2009 (5 years 10 months)

- Led efforts to compete for development rights of public/private development projects including strategy, bid packages, pitch presentations before government decision makers and community groups, grassroots organizing, and consultant management.
- Resulted in 2 major competitive development projects: Sacramento Docks and San Francisco Seawall Lot 337.
- Provided consulting services for The Jackson Laboratory, a medical research organization, on development of a new West Coast facility. Provided strategic advice and representation before state administrative and legislative officials and city government agencies.
 - > Resulted in successful opening of facility.
- Managed operation of the Aquarium of the Bay (purchased in 2006), one of San Francisco's leading visitor attractions (>600,000 visitors/year) with annual revenues of more than \$6M, including debt refinancing, permitting issues, establishment of a 501(c) 3 organization, and final transition of the aquarium to non-profit

status. Oversaw management of 120 employees. Refinanced and renegotiated sale of operations in June 2009.

- > Achieved 25% ROI in 4 years, grew attendance by 40% over term of ownership, and completed installation of new exhibit.

- Purchased an underperforming cooking school/event center in Sonoma in December 2008 and oversaw a complete turnaround, including new staffing and organizational chart, new accounting system, and a complete facility renovation.

- > Created and implemented sales and marketing program that increased events by 100% in the first year.

Client Advisor at Platinum Advisors

February 2002 - February 2004 (2 years 1 month)

- Represented a variety of clients in front of state government officials, both in the legislature and the administration. Utilized relationships with key legislators to lobby for associations, companies, tribes, et. al.
- Managed more than 80 client relationships, including strategy development, relationship building, legislative process management, and testimony before legislative committees.
- Developed legislative analysis and recommended positions; developed and delivered briefings for clients.
- Developed and led annual delegation of 100+ government and business leaders to Havana, Cuba, including budgeting, logistics, and event management.
- Managed daily activities for the President of the largest revenue grossing lobbying and government relations firm in California representing more than 80 clients.
- Coordinated communication among 13 lobbyists in 4 offices dispersed across the United States.

Executive Fellow

September 2000 - August 2001 (1 year)

- Analyzed legislation related to economic development, international trade, and military base retention and reuse on behalf of the Governor.
- Wrote and staffed Agency-sponsored legislation (Chapter 189, Statutes 2001). Prepared and reviewed annual reports to the legislature. Wrote veto and signing messages on behalf of the Governor.
- Conducted research and outreach campaigns relating to energy efficiency and conservation.

Education

Columbia University - Columbia Business School

MBA, Berkeley Columbia Executive MBA, 2006 - 2008

University of California, Berkeley - Walter A. Haas School of Business

MBA, Berkeley Columbia Executive MBA, 2006 - 2008

California State University-Sacramento

Executive Fellowship, public policy, 2000 - 2001

University of San Diego

BA, Political Science, Economics, 1997 - 2000

Activities and Societies: University Choir, Symphony, Theater Department