

K. PATRICE WILLIAMS, J.D.

CEO, COALITION BUILDER, COMMUNITY ENGAGEMENT
& PUBLIC RELATIONS EXPERT

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www.EmpowerSolano.com

Podcast: <https://www.turningpointwithkpatrice.com/>

PROFESSIONAL SUMMARY (SUPERPOWERS)

- Over 15 years professionally and academically sharpening my craft in media relations, marketing, branding, and coalition building
- Skillful Program Manager with keen ability to exceed objectives, meet deadlines, and stay within budget
- Increase organization visibility to external constituencies, by participating and presenting at business and community meetings
- Mature, naturally calm, and works well under pressurized, stressful, and fast-paced setting
- Strong, innovative leader skilled in the identification and analysis of problem areas and organizational needs
- Initiative in planning and initiating action, leading the follow through to successful conclusions
- Effective strategist, successful in evaluating programs for efficiency and quality
- Self-propelled, authentic, and impactful influencer
- Coalition building extraordinaire
- Creative problem solver

Government Relations

- 2022 candidate for Fairfield City Council
- 2020 candidate for Solano County Board of Supervisors
- Juris Doctorate (law degree) required a high quantity of government process, policy, and procedure coursework
- Experience lobbying and representing an organization's interests at government meetings and within committees
- Thorough knowledge of the legislative process, local, State, and Federal rules, regulations, and laws
- Acute ability to convey in writing or verbally complex rules, regulations, policies, and procedures in an accurate and succinct manner

Community Relations

- President Emeritus and Founder of Black Woman of Political Action (BWOPA), Solano/Napa County Chapter
- Solano Affordable Housing Foundation, Secretary, Board of Directors
- Coordinated Jack and Jill of America, Inc., Greater Vallejo Chapter, youth voter registration drive as the Chair of Civil Rights and Community Engagement, registering over 150 people in less than 4 hours
- Currently moderate and operate community podcast: [Turning Point with K. Patrice Williams](#)

Internal and External Public Relations

- Research methodology and application
- Reputation tracking, monitoring, and analysis
- Work well with people of all cultures, interests, and authority levels with ability to motivate and direct to attain objectives
- Articulate, enthusiastic communicator able to present concepts clearly, concisely, and persuasively
- Profound ability to foster relationships and build coalitions with an array of stakeholders including government officials, congressional staff, department heads, government agencies and community organizations
- Highly adept at selecting diverse, inclusive, and appropriate tone and verbiage while responding in a public setting

Coalition Building

- Developed and delivered marketing and communications strategy for 2020 When We All Vote Solano County
- California Census 2020 Solano County grassroots marketing and outreach campaign during COVID pandemic
- Campaign design and execution for my 2020 Solano County Board of Supervisors candidacy developing partnership with the business community and relevant government agencies.
- CEO of BrandGov, a diverse and inclusive community and government marketing company ensuring local and State agencies exceed outreach requirements to fulfill grant and funding requirements.

Marketing and Media Relations

- Perception and Practice Change
- Multi-cultural/Multi-channel Marketing
- Print, blog, podcast, radio, & television marketing
- Digital, email & social media marketing campaigns
- Brand/Advertising/PR/Communication
- Search Engine Optimization (SEO)
- Press releases for various media mediums
- Customer journey, engagement, and experience analysis
- Vast and high contact relationship with local and State media

Other

- Founder, Hazel's Tranquility Place a transitional house for reentry women and their children. www.hazelstranquility.org
- Co-founder, Match2Hire, a workforce development agency. www.match2hire.org

Technology

- ASANA (project management and tracking)
- Salesforce (contact management)
- Adobe Acrobat Pro (visual media creation)
- Social Media (LinkedIn, Facebook, Instagram, Twitter)
- Microsoft Office (Excel, Outlook, Word, PowerPoint)

PRESS RELEASES

- K Patrice Williams gains broad sweep of community support for Fairfield City Council. Published on Sept 21, 2022. <https://www.prlog.org/12934140-patrice-williams-gains-broad-sweep-of-community-support-for-fairfield-city-council.html>
- Times Herald Online. Published on Sept 27, 2022. BrandGOV works with the S.F. Bay Ferry Services to identify transportation inequities in Vallejo <https://www.timesheraldonline.com/2022/09/26/brandgov-works-with-s-f-bay-ferry-service-to-identify-inequities-in-vallejo/>
- BrandGOV to distribute free COVID-19 PPE Supplies <https://www.thereporter.com/2022/04/14/brandgov-to-distribute-free-covid-19-supplies-ppe/>
- Times Herald Online. Published on Dec 21, 2021. BrandGOV pivots to help ease COVID anxiety <https://www.timesheraldonline.com/2021/12/21/brand-gov-pivots-to-help-ease-covid-anxiety/>
- BrandGOV Bringing On-Demand Mobile COVID Testing to Solano County. BrandGov gets \$200,000 in funding from the California Department of Public Health to expand outreach and COVID testing for hard-to-reach communities. <https://etradewire.com/news/brandgov-bringing-on-demand-mobile-covid-testing-to-solano-county>
- Daily Republic News, K. Patrice Williams: BrandGOV; found at <https://www.dailyrepublic.com/projects/women-of-influence-2020/k-patrice-williams-brandgov/> on April 2, 2020. Printed in the March 15, 2020 edition W106; Published on March 15, 2020.
- Daily Republic News, Todd R. Hansen, Reaching hard-to-count residents still a Census challenge found at <https://www.dailyrepublic.com/all-dr-news/solano-news/fairfield/reaching-hard-to-count-residents-still-a-census-challenge/> on April 2, 2020. Printed in the July 5, 2020 edition on page A1, Published on July 5, 2020.

OP ED / LETTERS TO THE EDITOR

- K. Patrice Williams: COVID testing stops the spread. Feb 02, 2022 <https://www.thereporter.com/2022/02/02/k-patrice-williams-covid-testing-stops-the-spread/>
- K. Patrice Williams: The Recall calls for some good trouble. Sept 9, 2021 <https://www.timesheraldonline.com/2021/09/09/k-patrice-williams-the-recall-calls-for-some-good-trouble/>
- K. Patrice Williams: Dodd supports gender pay equity, Sept. 30, 2016 <https://www.timesheraldonline.com/2016/09/30/k-patrice-williams-dodd-supports-gender-pay-equity/>

EDUCATION

Juris Doctorate (J.D.), Business Concentration
San Francisco Law School, San Francisco, CA.

Bachelor of Arts (B.A.), Economics, Marketing Concentration
Sonoma State University, Rohnert Park, CA.

RELATED AND RECOGNITION

Business Woman of the Year, Honoree, Iota Phi Lambda Sorority Inc, Gamma Nu Chapter	2022
Woman of the Year Award, Congressman John Garamendi	2017
Honorary Commander, Travis Air Force Base	2014-2016
Certificate of Special Congressional Recognition, U.S. Congress	2012
Certificate of Recognition, California State Assembly	2012

RELATED PROFESSIONAL EXPERIENCE

Chief Executive Officer (CEO)/President, BrandGOV, Vallejo, CA. 2009-Present
BrandGOV is a certified woman-owned, community-based organization in Solano County. Though the Empower Solano brand provides communications, mobile outreach, workforce engagement, and small business / non profit capacity building solutions designed to meet the unique needs of our customers.

- **Executive Administrator:** Assign and delegate work, manage projects, oversee budget, payroll, human resources, grant /proposal writing and public relations
- **Community Engagements: Our proven strategies helped...**
 - **COVID-19 education with over 38,037 engagements**
 - **Execute 24,425 in-person 'Be Prepared in a Natural Disaster' engagements through the pandemic**
 - **Provide 1.2 Million Wear a Mask, Stay Home COVID-19 Digital Impressions**
 - **Get out the Vote register 10,000 voters in 2018; 4,520 in 2020**
 - **COVID-19 Mobile Testing to our underserved communities including shelters /transitional homes, encampments, and weekly testing sites throughout Solano County**
 - **Hiring Fair connecting our Justice involved job seekers to living wage jobs.**
- **Community Relations:** Executed California Census 2020 Solano County marketing campaign exceeding State goal of 70% for Solano County to a 99.7% response rate through successful coalition building with over 60 government and community organizations conducting grassroots community events, such as: personal protective equipment (PPE) mask drives, food drives, back to school supplies drives, and in person homeless person engagement.
- **Coalition Building:** Improved Solano County's Be Prepared emergency response outreach by increasing engagements to thirty-two thousand (32K) during COVID pandemic through developed relationships with Office of Emergency Services (OES) leaders.

Solano County Board of Supervisors Candidate 2017-2020

- **Special Project: Campaign Management:** Coalition building resulted in bipartisan endorsements of over 50 community leaders throughout Solano County.
- **Public Speaking:** Represented my platform for candidacy at hundreds of business, faith based, political, community, government, and labor-union organizations on various media platforms.

Chief Technology Officer (CTO), Hudnall Thomas & Wilson, Inc., Vallejo, CA. 2015-2017

- **Internal Relations:** Contracted by Kaiser Permanente to review, analyze, and map the customer journey to make software integration recommendations to improve customer engagement.

Operations Consultant, Citizens Housing Corp, San Francisco, CA. 2007-2009

- **Crisis Management:** Collaborated with local Law Enforcement, Code Enforcement, and County Public Health to remedy a high crime presence at property.

Operations Director, WH Consulting, Vallejo, CA. 2001-2007

- **Government Relations:** Lobbied at City Council meetings reporting important statistics, climate, and the company's response to high crime rates at affordable housing properties, building coalition and fostering relationships with government and community organizations.
- **Media Relations:** Maintained positive working relationship with media, serving as media spokesperson and company representative, communicating accurate and thorough information for print and broadcast.

Operations Director, DoubleClick (Google), New York, NY. 1996-2002

- **Emergency Response:** Created a crisis management communication plan after 9/11 to ensure disaster recovery procedures were in place and practiced.

BUSINESS and COMMUNITY COMMITTEE MEMBERSHIP

Solano Affordable Housing Foundation, Board of Directors	2021-Present
Solano Black Chamber of Commerce, Vice President	2017-2020
Solano Black Chamber of Commerce, Board of Directors	2017-2020
Jack and Jill, Inc. (501c) Civil Rights Chair	2018-2020
BWOPA Co-Founder, President	2017-2018
MTC Transportation Committee	2017-2020
MTC Civil Rights Commission	2017-2020
SPAV Solano Partnership Against Violence (SPAV)	2016-2018