



Michael Bernhardt
Strategic Communications & Messaging Consultant
Executive Marketing & Business Development Recruiter

Mike Bernhardt is a well-respected strategic communications advisor with 30 years of experience helping companies of all sizes and at all stages of corporate growth. He is a former Intel marketing executive and currently serves as a marketing and business development advisor to a number of privately held organizations. Bernhardt has assisted dozens of companies and hundreds of top-level executives in areas such as corporate and personal image enhancement, message development and validation, media and analyst relations programs, and all aspects of public speaking. Bernhardt is considered a pioneer of "Influencer Marketing" programs, a topic he speaks about frequently.

Bernhardt is involved in many aspects of community growth and works closely with employers and job seekers in several advanced computing and applied technology market segments. For employers, Bernhardt serves as an Executive Recruiter for sales, marketing and business development professionals in High Performance Computing (HPC) and other advanced technology markets. For job seekers, Bernhardt offers a unique consulting service described as 'Job Seeker Advocacy' – working on behalf of job seekers who don't have the time to conduct adequate searches on their own.

Bernhardt is serving as the Communications Chair for the 22nd annual ACM/IEEE SC09 conference. www.sc09.supercomputing.org. The SC conference was recently honored by Tradeshow Week magazine as one of the Top 200 conference exhibitions in the world. Bernhardt was honored in 2008 with the SC Cornerstone Award as one of only a handful of people who have participated in the SC conferences for 21 consecutive years. Under Bernhardt's leadership, the conference has introduced for the first time, the strategic use of rich media and social media, and has been successful in adopting new outreach programs – significantly expanding the global conference following with the use of these new tools.

In 1994, Bernhardt founded The Bernhardt Agency, Inc. (TBA), a strategic marketing, communications and public relations agency in Portland, Oregon. For more than a decade, TBA served an elite roster of high-tech clients throughout the country including Intel, Motorola, Microsoft, SGI, Compaq, Sun, and National Semiconductor. In 2003, TBA was honored by Oregon Business Magazine as the top-ranked small business, and for the third year in a row, the top marketing agency to work for in Oregon.

During his 30 years in strategic marketing and media relations, Bernhardt has directed virtually every aspect of corporate and marketing communications including strategic planning, marketing relations, public and analyst relations, branding and advertising, company and product collateral development, trade show and events programs, and speaker placement and speaker training programs.

Bernhardt is an experienced leader and motivator comfortable in leading cross-functional teams of employees, collaborators, channel partners and customers to achieve stellar results.

Bernhardt's track record includes the following highlights:

- 30-years of direct experience in strategic communications and media relations
- Managed more than a dozen major product launches, including messaging and collateral development and media and analyst relations
- Responsible for writing more than 2,000 news releases; more than 100 speeches
- Personally involved in more than 2,000 media interviews
- Has trained / coached more than 350 corporate spokespeople

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