

Bruce 'Zen' Benefiel

Possibilities Coagulator



CONTACT

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EDUCATION

MAOM
University of Phoenix
2002

MBA
University of Phoenix
1997

BSBA
University of Phoenix
1989

CERTIFICATIONS

State of Arizona
Partnering Facilitator
AZ DOT
2004

Tempe, AZ
Life Coaching

PROFESSIONAL PROFILE

Education, expertise and experience across several industries and servant leadership roles give a unique perspective and understanding of how to achieve results beyond expectations in virtually any environment. Capitalized on ability to bring people, places and things together to perform beyond expectation. The monikers 'Zen' and 'possibilities coagulator' came from hosting a TV show and Dudley Lynch's LinkedIn recommendation respectively.

EXPERIENCE

Project Manager | President's Resource Organization 2014—2020

PRO Peer Advisory Boards are comprised of non-competitive small business owners with minimum of 5 employees and \$500,000 annual revenue that meet monthly for facilitated discussions of challenges and opportunities in organizational growth and the marketplace.

- ◆ Created 2 WordPress websites — Keyword and SEO expertise get first page rankings
- ◆ Digital Marketing — Infusionsoft campaigns and social media platforms
- ◆ Co-Facilitator — Energize small business owner peer advisory boards
- ◆ Co-host — 2 Small Biz Guys small business radio (generated 200,000 listens)
- ◆ Workshop Facilitator — Digital Marketing and LinkedIn best practices
- ◆ Video Conferencing — Set up, manage and record Zoom videoconferences

Partnering Facilitator | Team Partnering LLC 2004—Present

Reinforce best practices in shovel-ready or design-build pre-construction team building and buy-in through signed partnership charters. Project budgets from \$10MM to \$500MM with 20—80 session participants. Deliverables included process metrics and report.

- ◆ Built Website — Garnered first page ranking on Search Engines for keywords
- ◆ Create Bid Package — Submit proposal based on scope of work and specifications
- ◆ Research — Ascertain project budget, scope and size, confer with primary stakeholders
- ◆ Session Facilitator — Create and deliver, illicit Code of Ethics, craft Charter with Goals / Objectives, create Issue Resolution Plan, develop metrics for project processes, record meeting notes and create/deliver final report for distribution
- ◆ Organizations Served — US Army Corps of Engineers, Department of Defense, Homeland Security, Border Patrol, Federal Highways Admin., Dept. of Transportation, National Park Services, Port Authorities, Municipalities and National Construction Firms

Event Manager | Mill Avenue Merchants Association et al 1990—2010

Conceptualize, strategically plan, implement event logistics and problem-solve for a variety of types and sizes of events for organizational, private and public needs.

- ◆ Lead and supervised 15-20 staff and volunteers; layout to load out of 370+ vendors
- ◆ Concept to creation of 3-day entrepreneurial symposium; 30 speakers and workshops
- ◆ Created ASTD Chapter annual training/development event; 20+ speakers and 6 panels
- ◆ Coordinated logistics for 3-day multi-speaker event on 17-acre facility; 5,000 patrons
- ◆ Supervised area logistics for Tostito's Block Party; 3 stages, carnival, street vendors

Production Control Coordinator | Allied Signal 1985—1989

- ◆ Surpassed \$7MM monthly goal of commercial aircraft original equipment spare parts
- ◆ Slashed 27% delinquent shipments of military spares to under 10% in 12 months
- ◆ Created opportunity for instituting interdepartmental interpersonal skills classes
- ◆ Emergency Response Team Lieutenant; led 25 member team; SCBA & First Aid cert.