

Attachment 10 includes a separate form (Excel file) for each Key Staff position and contains two (2) parts that must be completed for each proposed candidate:

Part 1 - Resume Tab

Instructions: Include a Resume for all proposed Key Staff. The template prescribes the required content that must be submitted with Proposals in response to the RFP. This format should also be used by the successful Contractor for the duration of the Agreement.

Key Staff Background: Provide Contractor name, Key Staff name, Role of Key Staff within the Contractor organization, duration (in years) in that Role and a description of the Key Staff's role within the organization,

Key Skills: Provide a summary of all skills and qualifications the proposed Key Staff candidate possesses in support of the Key Staff position.

Education/Certifications: Provide education and any relevant certifications. Start with the most recent.

Relevant Experience: This section is optional. For any Projects not cited within Part 2, contractors may provide additional Projects that illustrate experience or background to support their Key Staff candidate. Start with the most recent experience and add as many rows as necessary.

Part 2 - Key Staff Minimum Qualification Tabs (\$28 - \$30)

Instructions: Complete the Staff Project qualifications portion on each of the tabs of the form (all fields with a white background). All fields on the form must be completed, providing sufficient information to allow the Consortium to validate that the proposed Staff person meets the Minimum Qualifications (MQs).

For each Project, identify the name of the Project, Project/Project Role details, Description of the relevant Project Experience, and Project Contact information.

Project/Project Role details: Provide the Contractor name, Project start and end dates, percentage of time on the Project (100%, 50%, etc.), and name of Role on the Project.

Description of Relevant Experience: Provide a description that includes sufficient detail to verify that the Key Staff role/experience on the Project is relevant the MQ definition.

Contact Information: Provide the name, company/org name, role, email and phone number of a Client/Customer contact for this Project. Contact Information must be provided for a Project to be considered valid.

A full-time equivalent (FTE) is estimated to be approximately 1,920 hours annually. Proposed Staff may not cite full-time experience gained working simultaneously on multiple Projects.

If more than six (6) Projects must be cited in order to satisfy the MQ, insert the additional Project and Contact Information and a corresponding new summary table row.

Do not enter any data into the summary section of the tab. All summary table data will be populated from the Project details provided.

If a Project's start and/or end date is prior to the start time of the MQ or a Project does not comply with a specified Project detail, the form provides some basic "error" messaging. This messaging is informational. Contractors are responsible for the accuracy of their submissions and alignment of each Project with the details of the Minimum Qualifications (MQs).

BENEFITS&CAL PUBLIC COMMUNICATIONS LEAD			
PART 1 – RESUME			
Contractor	Accenture		Candidate Name Madeleine Loftus
Position in the Company	Marketing Transformation Manager Strategy development, change management, thought leadership		Length of Time in Position 6 years
Project Position & Responsibilities	Public Communications Lead Project responsibilities will be as defined in RFP section 11.1.3.6.8.		
Skills & Qualifications for Project Position	<p>Skills: As a Strategy Director for Accenture Song's Marketing Transformation Practice, Madeleine creates successful, end-to-end internal and external communications strategies that increase brand awareness and protect brand reputation. Her experience includes proactive and reactive crisis management, identifying white space in a desired topic, designing key messages, and executing internal and external brand promotion plans. Madeleine promotes consistency, creativity, clarity, and accuracy in language and design of communications efforts that align with the company's brands and themes, including traditional, social, and paid media as well as publicly released information.</p> <p>Qualifications: Madeleine possesses six years of experience for clients including CDPH and CalSAWS developing, administering, and evaluating a comprehensive marketing or public relations program involving the development of public awareness of a major program(s) (MQ S28: Exceeds). She has print and web-related experience developing and/or leading the development of visual/graphical arts material (MQ S29: Exceeds). With relationships cultivated among some of the leading global executives as well as top-tier traditional media outlets like [REDACTED], Madeleine has over three years of experience developing and managing media relationships, including editorial opportunities and print/TV media (MQ S30: Exceeds).</p>		
Education (add rows as needed)			
Start	End	Degree / Course of Study	School
8/1/2013	5/1/2017	B.A., Politics	Centre College
1/1/2022	12/1/2023	M.B.A.	University of Florida Warrington College of Business
Professional Certifications or Designations (add rows as needed)			
Certification or Designation	Organization	Dates	

Additional Relevant Experience (Add additional tables as needed)				
Project Title #1				
Position Title				
Begin Date		End Date		# of Months 0.0
Scope and Description of Responsibility				
Skills Utilized and Experience Attained				
Project Title #2				

Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #2					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Accenture	Candidate Name - Madeleine Loftus			
Minimum Qualification - S28	A minimum of five (5) years of experience developing, administering, and evaluating a comprehensive marketing or public relations program, involving the development of public awareness of a major program(s).				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	2/22/2024	5/21/2024	100%	3.0	3.0
	8/26/2023	2/21/2024	100%	5.8	5.8
	7/10/2023	8/25/2023	100%	1.5	1.5
	1/23/2023	7/9/2023	100%	5.5	5.5
	10/3/2022	1/13/2023	100%	3.3	3.3
	4/1/2022	9/30/2022	100%	6.0	6.0
	CalSAWS Communication Outreach Cam	11/23/2021	3/31/2022	100%	4.3
	8/24/2017	2/8/2021	100%	41.5	41.5
Totals				70.9	70.9

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - S28	A minimum of five (5) years of experience developing, administering, and evaluating a comprehensive marketing or public relations program, involving the development of public awareness of a major program(s).				
Project #1			Contact		
Company Name:			Contact Name & Role:		
Project Name:			Company/Org Name:		
Start Date (MM/DD/YYYY):	2/22/2024	End Date (MM/DD/YYYY):	5/21/2024	Phone Number:	
Staff Role:	Change Communication Lead	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>As Change Communication Lead, Madeleine has experience developing, administering, and evaluating a comprehensive relations program, involving the development of public awareness of a major program(s).</p>				
Project #2			Contact		

Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date:	8/26/2023	End Date:	2/21/2024	Phone Number:	
Staff Role:	Digital Strategist	Percentage of Time:	100%	Email:	
Description of relevant experience:					
Project #3					
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	7/10/2023	End Date:	8/25/2023	Phone Number:	
Staff Role:	Digital Strategist	Percentage of Time:	100%	Email:	
Description of relevant experience:					
Project #4					
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	1/23/2023	End Date:	7/9/2023	Phone Number:	

Staff Role:	Digital Strategist	Percentage of Time:	100%	Email:	
Description of relevant experience:	<div></div> <div></div> <div>I</div>				
Project #5				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	10/3/2022	End Date:	1/13/2023	Phone Number:	
Staff Role:	Change and Communications Lead	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>As Change and Communications Lead, Madeleine has experience developing, administering, and evaluating a comprehensive relations program, involving the development of public awareness of a major program[s].</p> <div></div>				
Project #6				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	4/1/2022	End Date:	9/30/2022	Phone Number:	
Staff Role:	Return to Office Communications Lead	Percentage of Time:	100%	Email:	

Description of relevant experience:					
Project #7					
Company Name:	San Bernardino County - Transitional Assistance Department/CalSAWS			Contact Name & Role:	Jeaneen Juarez, Transitional Assistance Department Operations Manager
Project Name:	CalSAWS Communication Outreach Campaign, San Bernardino County			Company/Org Name:	San Bernardino County - Transitional Assistance Department/CalSAWS
Start Date (MM/DD/YYYY):	11/23/2021	End Date:	3/31/2022	Phone Number:	
Staff Role:	Communications Lead	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>As Communications Lead for CalSAWS, Madeleine has experience developing, administering, and evaluating a comprehensive marketing and communication outreach campaign with corresponding creative assets (including social events and flyers) to help beneficiaries understand and interact with life-saving government benefits</p> <ul style="list-style-type: none"> • Because many individuals rely on SNAP to live, worked with the State to understand why a huge influx of benefit churn occurred • Conducted key research to gain insight into how and why beneficiaries were lapsing on benefits • Drafted and executed multicultural communications outreach, leading to a 5% decrease in benefit lapsing • To help residents, partnered with SMS outreach • Designed communications outreach and marketing program to help residents understand how to sign up for SMS notifications • Used paid media to help individuals sign up on SMS • Produced in-office flyers to distribute at community events • Conducted social media outreach • Developed and translated all communications into four languages • Crafted tailored employee training <p>Development of public awareness of a major program(s)</p> <ul style="list-style-type: none"> • Designed proactive communications including targeted social ads, creative assets, and posters for in-office staff with the ultimate goal of building public awareness about life-saving government benefits available to all residents in the State of California 				
Project #8					
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	

Start Date (MM/DD/YYYY):	8/24/2017	End Date:	2/8/2021	Phone Number:	
Staff Role:	Executive Communications Lead	Percentage of Time:	100%	Email:	
Description of relevant experience:	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>				

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Accenture		Candidate Name - Madeleine Loftus		
Minimum Qualification - S29	A minimum of two (2) years of experience developing and/or leading the development of visual/graphical arts material. Experience must be print or web-related marketing material.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	2/22/2024	5/21/2024	100%	3.0	3.0
	8/26/2023	2/21/2024	100%	5.8	5.8
	1/23/2023	7/9/2023	100%	5.5	5.5
	10/3/2022	1/13/2023	100%	3.3	3.3
	4/1/2022	9/30/2022	100%	6.0	6.0
CalSAWS Communication Outreach Cam	11/23/2021	3/31/2022	100%	4.3	4.3
	8/24/2017	2/8/2021	100%	41.5	41.5
Totals				69.4	69.4

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - S29	A minimum of two (2) years of experience developing and/or leading the development of visual/graphical arts material. Experience must be print or web-related marketing material.				
Project #1			Contact		
Company Name:			Contact Name & Role:		
Project Name:			Company/Org Name:		
Start Date (MM/DD/YYYY):	2/22/2024	End Date (MM/DD/YYYY):	5/21/2024	Phone Number:	
Staff Role:	Change Communication Lead	Percentage of Time:	100%	Email:	
As Change Communication Lead, Madeleine has experience developing and/or leading the development of visual/graphical arts material					

Description of relevant experience:	with print or web-related marketing material.			

Description of relevant experience:				
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Project #2				Contact
Company Name:				Contact Name & Role:
Project Name:				Company/Org Name:
Start Date:	8/26/2023	End Date:	2/21/2024	Phone Number:
Staff Role:	Digital Strategist	Percentage of Time:	100%	Email:

Description of relevant experience:				

Description of relevant experience:				
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Project #3				Contact
Company Name:				Contact Name & Role:
Project Name:				Company/Org Name:
Start Date (MM/DD/YYYY):	1/23/2023	End Date:	7/9/2023	Phone Number:

Staff Role:	Digital Strategist	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>				
Project #4					
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	10/3/2022	End Date:	1/13/2023	Phone Number:	
Staff Role:	Change and Communications Lead	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>As Change and Communications Lead, Madeleine has experience developing and/or leading the development of visual/graphical arts material with print or web-related marketing material.</p> <p>[Redacted]</p>				
Project #5					
Contact					

Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	4/1/2022	End Date:	9/30/2022	Phone Number:	
Staff Role:	Return to Office Communications Lead	Percentage of Time:	100%	Email:	
Description of relevant experience:	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>				
Project #6					
				Contact	
Company Name:	San Bernardino County - Transitional Assistance Department/CalSAWS			Contact Name & Role:	Jeaneen Juarez, Transitional Assistance Department Operations Mangaer
Project Name:	CalSAWS Communication Outreach Campaign, San Bernardino County			Company/Org Name:	San Bernardino County - Transitional Assistance
Start Date (MM/DD/YYYY):	11/23/2021	End Date:	3/31/2022	Phone Number:	
Staff Role:	Communications Lead	Percentage of Time:	100%	Email:	
As Communications Lead for CalSAWS working with San Bernardino County, Madeleine has experience developing and/or leading the					

Description of relevant experience:	development of visual/graphical arts material with print or web-related marketing material.			
	<p>Developing and/or leading the development of visual/graphical arts material</p> <ul style="list-style-type: none"> Developed, administered, and evaluated a communication outreach campaign with corresponding creative assets (including social events and flyers) to help beneficiaries understand and interact with life-saving government benefits Produced visual/graphical arts material including in-office flyers to distribute at community events Drafted and executed multicultural communications outreach, leading to a 5% decrease in benefit lapsing Developed and translated all communications into four languages Because many individuals rely on SNAP to live, worked with the State to understand why a huge influx of benefit churn occurred Conducted key research to gain insight into how and why beneficiaries were lapsing on benefits To help residents, partnered with SMS outreach Designed communications outreach and marketing strategy to help residents understand how to sign up for SMS notifications Used paid media to help individuals sign up on SMS Crafted tailored employee training <p>Print or web-related marketing material</p> <ul style="list-style-type: none"> Developed web-related digital and print marketing material and communications including posters, pamphlets, organic and paid social media 			

Project #7				Contact
Company Name:				Contact Name & Role:
Project Name:				Company/Org Name:
Start Date (MM/DD/YYYY):	8/24/2017	End Date:	2/8/2021	Phone Number:
Staff Role:	Executive Communications Lead	Percentage of Time:	100%	Email:
Description of relevant experience:				

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Accenture		Candidate Name -	Madeleine Loftus	
Minimum Qualification - S30	A minimum of two (2) years of experience developing and managing media relationships including editorial opportunities and print/TV media.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	8/24/2017	2/8/2021	100%	41.5	41.5
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
			Totals	41.5	41.5

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - S30	A minimum of two (2) years of experience developing and managing media relationships including editorial opportunities and print/TV media.				
Project #1			Contact		
Company Name:			Contact Name & Role:		
Project Name:			Company/Org Name:		
Start Date (MM/DD/YYYY):	8/24/2017	End Date:	2/8/2021	Phone Number:	
Staff Role:	Executive Communications Lead	Percentage of Time:	100%	Email:	

Description of relevant experience:					
Project #2					
Company Name:					
Project Name:					
Start Date:		End Date:			
Staff Role:		Percentage of Time:			
Description of relevant experience:					
Project #3					
Company Name:					
Project Name:					
Start Date (MM/DD/YYYY):		End Date:			
Staff Role:		Percentage of Time:			
Description of relevant experience:					

Project #4					Contact	
Company Name:				Contact Name & Role:		
Project Name:				Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:		
Staff Role:		Percentage of Time:		Email:		
Description of relevant experience:						
Project #5					Contact	
Company Name:				Contact Name & Role:		
Project Name:				Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:		
Staff Role:		Percentage of Time:		Email:		
Description of relevant experience:						
Project #6					Contact	
Company Name:				Contact Name & Role:		
Project Name:				Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:		
Staff Role:		Percentage of Time:		Email:		
Description of relevant experience:						