

FERNAND AMANDI

BENDIXEN & AMANDI INTERNATIONAL

Research | Strategies | Media

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SKILLS SUMMARY

• Communications Management	• Media Management	• Campaign Management	• Public Speaking and Teaching
• Research Analysis and Management	• Executive Management	• Project Management	• Political Fund Raising

PROFESSIONAL EXPERIENCE

BENDIXEN & AMANDI - PRESIDENT/CEO

NOV 2005 - PRESENT

Bendixen & Amandi is an international multi-cultural communications and research solutions consulting firm. The firm guide its clients through complex survey methodologies, demographic trends, behavioral data, cultural preferences, and messaging strategies towards desired solutions and achievable project results. Our extensive global expertise includes communications strategies, media creation, media placement, and specialized solutions for navigating the dynamic expanding audiences of Hispanic communication. The firm works with a diverse range of clients, including non-profit, corporate, and political clients on a wide spectrum of issues and challenges faced by those clients. Clients include President Barack Obama and Secretary Hillary Clinton and their respective presidential campaigns.

Accomplishments - Management of all aspects of the operations of the firm; including all corporate operations, including multicultural public opinion polls, focus groups, media production and strategic communications and research management.

UNIVERSITY OF MIAMI - INSTRUCTOR

SEP 2013 - PRESENT

DEPARTMENT OF POLITICAL SCIENCE

The department of political science consists of 17 regular faculty members, 3 visiting assistant professors, 4 full-time lecturers and 3 instructors. Our faculty rank high in terms of scholarly productivity, exceeding the national median for both article and book publications. Faculty members have appeared frequently in

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the top journals and presses in the fields of political science and public administration.

Accomplishments - Taught: The 2016 Presidential Election (Fall 2016), Latino Politics and the 2016 Presidential Primaries, Immigration Reform: The Current Debate (Fall 2013) and Immigration Reform and the 2014 Election (Fall 2014)

MIAMI-DADE COLLEGE SCHOOL FOR ADVANCED STUDIES - LECTURER SEP 2012

The Miami-Dade College School for Advanced Studies (SAS) is a nationally recognized collegiate high school of excellence, a combined effort of Miami-Dade County Public Schools (MDCPS) and Miami-Dade College (MDC). Students attending SAS complete their last two years of high school while attending MDC. The opportunity for acceleration and enrichment attracts motivated and academically talented students. SAS takes pride in its family-like environment, small school setting, and focus on a quality education. School for Advanced Studies provides a uniquely supportive transition between secondary and post-secondary education.

Accomplishments - Taught Course on History of the United States from 1877 to Present

ROD SMITH GUBERNATORIAL CAMPAIGN - POLITICAL DIRECTOR MAR 2005 - OCT 2005

Rodney (Rod) W. Smith was a member of the Florida Senate who ran for Governor of Florida. In 2010, Smith was also the running mate of Alex Sink in her campaign for Lt. Governor of Florida. From November 2010 to January 2013, Smith served as the chairman of the Florida Democratic Party.

Accomplishments - Organized, developed and oversaw a statewide political network in coordinated efforts with senior campaign staff.

JOHN KERRY FOR PRESIDENT- DEPUTY FLORIDA FINANCE DIR. DEC 2002 - NOV 2004
ARIZONA STATE COORDINATOR
FLORIDA SPECIAL PROJECTS COORDINATOR

Secretary John Kerry was a United States Senator and he ran for President of the United States. Secretary Kerry currently serves President Barack Obama as the United States Secretary of State.

Accomplishments - Developed a coordinated fundraising network throughout Florida with senior campaign staff which resulted in \$2.2MM in funds for the campaign. Also worked with elected officials and the state democratic party leadership in order to develop political relationships in support of the John Kerry presidential campaign efforts in Florida and Arizona, and assisted in the logistical coordination and advance details for the appearances of Sec. Kerry in Florida and Arizona.

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JOSE CANCELA MIAMI DADE MAYORAL CAMPAIGN - MANAGER MAR 2004 - SEP 2004

Jose Cancela is a Hispanic leader with 30 years experience defining the Hispanic marketplace. In 2004, he ran for mayor of Miami Dade county (largest county in Florida). Cancela currently serves as the President and General Manager of Telemundo Puerto Rico. His prior experience includes, President of Telemundo Los Angeles, President/COO of Telemundo, President/General Manager of Univision, and President of Radio Unica.

Accomplishments - Managed the day-to-day operations of the campaign staff and managed all aspects of campaign 1.8 MM budget, strategy, policy directives, and all media communications.

BILL MCBRIDE GUBERNATORIAL CAMPAIGN - EVENT DIRECTOR SEP 2002 - NOV 2002
SOUTH FLORIDA HISPANIC MEDIA OUTREACH

Bill McBride was an attorney politician and ran for Governor of Florida. He was the spouse of Gubernatorial candidate Alex Sink.

Accomplishments - Created and organized media events and political appearances which targeted immigrant populations and the Hispanic populations and the Hispanic community while working in tandem with local elected Hispanic democratic leaders in the tri-county area of Miami Dade, Broward and Palm Beach counties.

JOHN COSGROVE SENATE CAMPAIGN - CAMPAIGN DIRECTOR APR 2002 - SEPT 2002

John Cosgrove was a member of the Florida House of Representatives and ran for the Florida Senate in 2002.

Accomplishments - Managed the day-to-day operations of the campaign, including staff, fund raising, scheduling, communications, \$300k budget in a legislative district which spanned six South Florida counties.

A.T. KEARNEY - RESEARCH ANALYST JUL 2000 - MAR 2002

A.T. Kearney is a leading global management consulting firm with offices in more than 40 countries. Since 1926, we have been trusted advisors to the world's foremost organizations. A.T. Kearney is a partner-owned firm, committed to helping clients achieve immediate impact and growing advantage on their most mission-critical issues.

Accomplishments - Led and supported research projects and the preparation of

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assignment proposals and client engagement in the industry sectors of government, healthcare, private banking, hi-tech, and e-commerce. Maximized online database utilization for the creation of target populations.

HBO FILMS – RESEARCH & PROJECT COORDINATOR

1999 - JUN 2000

HBO Films is a division of the cable television network HBO that produces feature films and miniseries. The films have garnered Primetime Emmy Awards and Golden Globe Awards, including Primetime Emmy Award for Outstanding Television Movie.

Accomplishments - Development and writing of project proposals and film treatments. Conducted peripheral and background research in the investigation and interviewing of proposed historical feature projects in development and production.

IXTLAN CORPORATION – CREATIVE ASSISTANT & RESEARCHER

1998 - 1999

CONTENT ARCHIVIST FOR WRITER/PRODUCER/DIRECTOR OLIVER STONE

Ixtlan Corporation is a movie production company owned by Oliver Stone.

Accomplishments - Responsible for script analysis, and coverage, production meeting notes, historical and political research, and development project tracking.

CHARLIE ROSE SHOW- PRODUCTION INTERN

1997

The Charlie Rose Show is an American television interview show, with Charlie Rose as executive producer, executive editor, and host. The show is syndicated on PBS and is owned by Charlie Rose, Inc. Rose interviews thinkers, writers, politicians, athletes, entertainers, businesspersons, leaders, scientists, and fellow newsmakers.

Accomplishments - Research and preparation of briefs on show guests, histories, daily news segments; green room and control room assignments; updating program content on show website.

CHRIST'S SCHOOL – TEACHER

1997

The Christ's School is a Church of England secondary school located in Richmond, London (UK). It has the distinction of being the only Church of England secondary school in Richmond upon Thames. The school has around 600 students ages 11 - 16. The school is located very near Richmond Park, one of London's largest parks.

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Accomplishments - Taught American and British History

EDUCATION

FLORIDA STATE UNIVERSITY - Tallahassee, FL

AUG 1993 - APR 1997

BACHELORS OF SCIENCE (BS) - Major in Social Science Education with Minor in
Anthropology and Philosophy

BOARDS

CITY OF MIAMI BEACH, Community Development Advisory Committee (CDAC) 2001

MIAMI-DADE COUNTY, Enterprise Zone Advisory Council 2001 - 2003

OTHER SKILLS

COMPUTER SKILLS: MS Word, Windows, Outlook, Lexis-Nexis Research Database

LANGUAGES: Fully Bilingual in written and oral English and Spanish with extensive travel and residence in North America, Europe and Latin America.