

# Hank Evers

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As a senior marketing manager with decades of experience in public relations, communications and sales, I am blessed to have transitioned a heart-felt avocation into a full-time vocation using my corporate marketing experience to positively impact the Catholic Church on a diocesan level.

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## Skills

- Results oriented senior manager with proven success in leading product development, PR, sales & marketing and general management
- Demonstrates expertise in strategic planning, developing competitive advantages and generating new business
- Known for establishing and maintaining strong customer relationships and a relentless pursuit of customer satisfaction
- A natural mentor who drives positive change and successfully promotes lucrative ideas
- An excellent communicator with superb written, verbal and people skills who efficiently brings major projects from concept through implementation
- A resourceful, visionary and personable professional who delivers results

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## Experience

DATES FROM DECEMBER 2018 TO MARCH 2020

### **Director of Marketing / Diocese of Orange**

Primary responsibilities include building awareness and positioning for all diocesan programs and events, developing destination marketing strategies to help grow attendance at all events while maximizing revenue opportunities, and providing strategic oversight of programs that promote and increase enrollment within Orange Catholic schools.

Results include drawing more than 45,000 guests to Michelangelo's Sistine Chapel Exhibition for the initial 8-month run in the Cathedral Cultural Center and crafting an integrated marketing plan to generate incremental revenue for the diocese. The programs developed provide a >\$2 million opportunity for the diocese.

DATES FROM AUGUST 2018 TO DECEMBER 2018

### **Interim Director of Communications / Diocese of Orange**

Created and implemented a multi-faceted communications plan designed to build and strengthen the diocese's role and reputation as a leading voice for Catholics in Orange County and across southern California. This included editorial management of the *Orange County Catholic* weekly newspaper, diocesan-wide weekly newsletter, five *OC Catholic Radio* programs, diocesan websites, and all internal communications.

DATES FROM 2011 TO 2019

## **Director of Development and Communications Orange Catholic Foundation**

Planned, managed and executed the strategic plan that supported all development activities of the Foundation including the *For Christ Forever* capital campaign that raised more than \$120 million. As both a major gifts officer and a leader for the parish phase of the campaign, I developed a communications plan to ensure all donors received both appreciation for their gifts and regular updates on the programs they were supporting. This included planning events where a personal sense of appreciation could be extended.

Crafted the *Christ Cathedral Guild* to help donors at the \$100,000+ level receive a greater sense of celebration for their gifts through commemorative recognition, communications, and special events. Similarly, helped create the *Light of Christ Legacy Society* for those willing to leave the Orange Catholic Foundation, their parish and/or school in their will or trust.

Worked with industry leaders in faith-based e-commerce to craft a plan that would coincide with the MyParish app instituted by the majority of parishes in the diocese.

Orchestrated the eight most recent annual *Conference on Business & Ethics* (CBE), recognized as the most successful non-profit breakfast event in Orange County by the *Orange County Business Journal*. This was the most successful event in raising funds for a cause, that being tuition assistance for Catholic elementary education. In each of the past two years this event netted more than \$500,000.

DATES FROM 2009 TO 2011

## **Director of Marketing and Operations Doan Law Firm**

Strengthened the Doan Law Firm brand through advertising and web site traffic growth. Opened 6 new offices and hired attorneys to expand the firm's presence in Southern California and increase their base of more than 25,000 clients.

DATES FROM 2006 TO 2009

## **Director of Marketing M.C. Gill Corporation**

Directed the global sales effort for this advanced composite manufacturer in the aerospace market. Led the team to sell honeycomb, laminates and composite sandwich panels to airframe OEMs, defense OEMs, airlines, and MROs. Spearheaded an effort to secure the two largest contracts in the company's history: a \$130M agreement with Triumph Composite Systems and a \$73M contract with Boeing. One of our greatest accomplishments was becoming Boeing's Supplier of the Year.

DATES FROM 1989 TO 2006

## **Director and Vice President Management Positions Kittrich, Thales, Sony, Pioneer Electronics**

Before joining M.C. Gill Corporation, I managed the multinational sales and marketing efforts at Thales Avionics, Sony TransCom (subsequently sold to Rockwell Collins), and Pioneer Electronics in director and vice president management positions. Detailed history available upon request and posted on LinkedIn.