Michael L. Penfield

As a dependable communicator in multiple roles, Mike has a history of providing strategic focus on operations and organizational goals with over 20+ years of experience. With a background gained from startups to fortune 500 companies, he brings project and program management experience in corporate communications, marketing and public relations. For the past 3 years he has participated as a senior member of the Heroik Advisory Board, Assessment and Project Teams, and has facilitated the strategic implementation of Heroik methodologies including marketing technologies and practices, change management, and customer relations.

Mike began his career managing a Law Practice for more than 7 years, specializing in Business Transactions, Taxation, and Estate & Trust Planning. Initially a private firm, he managed the logistics of merging the practice into a larger law firm, Carroll, Burdick, & McDonough, LLP, headquartered in San Francisco. From there he moved to marketing and communications roles in the telecommunications industry with Qwest Communications (now CenturyLink) supporting an enterprise sales organization. As regional Field Marketing Manager for multiple Sales Managers and Directors, he developed and implemented integrated marketing plans which included strategic customer/prospect campaigns and events. In a marketing communications role, he helped develop an internal centralized communication model while managing multiple internal programs focused on sales training and productivity that interfaced directly with product marketing and management organizations for scheduled product launches.

As Executive Director for a Medical Treatment Center, he was integral in bringing it to market from start-up to commercial viability. He is now involved in numerous consulting engagements in the areas of project management, technical writing, strategic business planning and marketing support. In his current consultative role, Mike participates in the strategic direction of the Heroik brand, multiple projects and client engagements, as well as equity investment and R&D discussions. This work includes several for profit and not-for-profit organizations.

HEROIK Projects Include:

MI-STEP (Military Inspired Strategic Team Building & Exercise Platform) - Co-developed platform as a basis for creating and delivering custom experiences for organizations, teams, and individuals.
Ruck for the Fur - Community Building/Experience Design built on MI-STEP.
Wake Island Mud Run - Experience Design, Community Building built on MI-STEP.
Built in R-Town - Born in the Heroik Innovation Lab, this project focus was brand identity and narrative development for a growing city with opposing generational views that incorporated new media and new technologies designed to attract new visitors.
Roseville Lifestyle Guide - A Media Project Hybrid, with a content model for Real Estate and Home Services Businesses.
HIL (Heroik Innovation Lab) - As a member of the Advisory Board, taking an integrated approach to innovation through behavioral leadership, emotional intelligence, boundaries, as well as culture building, technology integration, change management, and the new paradigms of modern brand identity.
Placer Land Trust - Brand and Narrative Development, Website Design, Marketing Platform, Strategic Marketing Plan, Experience Design.

Trail Master Experience Design - Also born in the Innovation Lab, this is an ongoing project focused on the Forest Trails Alliance organization to create awareness, build community and loyal members, and building a legendary brand.

Through regular proactive learning and consulting, he has continued professional development to build strengths that include transferable interdisciplinary skills with improved abilities to listen and adapt quickly, effectively communicate new ideas, and incorporate new media resourcefulness throughout any organization.

Mike has traveled extensively and participated in several international programs as Assistant Director of multiple USIA/USAID exchange programs and as a lead paralegal for several international business transactions. He has a Bachelor of Science in Business Administration & Marketing, and a Masters of Science in International Commerce & European Studies from California State University, Sacramento. He also continued post-graduate studies (1st & 2nd Yr courses) at Lincoln Law School of Sacramento and regularly continues coursework and self-study in new technologies and related industry topics.

Preferring to recharge his batteries outdoors, Mike is an avid mountain biker/hiker, SUP'er, and participates in an annual hybrid eco-challenge (12 years and counting).