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Bruce Breslow • 3rd
 Director of State of Nevada Department of Business and Industry
 State of Nevada Department of Business and Industry • University of Missouri-Columbia
 Reno, Nevada Area • 500+ 

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Experience

Director

State of Nevada Department of Business and Industry

Nov 2012 – Present • 4 yrs 11 mos

Carson City, Nevada

Mr. Breslow was appointed by Governor Brian Sandoval in 2012. He created a new awareness of the Department by establishing a new mission and brand called "Growing Business in Nevada." He currently implements programs for access to capital, business advocacy, the Governor's Conference on Business and other special events for the business community.

Mr. Breslow oversees 13 unique State agencies along with running the private activity and revenue bond programs, as well as the New Market Tax Credit program. He is responsible for agencies which include Financial Institutions, Insurance, Housing, Real Estate, Mortgage Lending, Taxicabs, Labor Commissioner, Industrial Relations, Athletic Commission and others as well as dozens of boards and commissions.

He created a plan for the Governor to centralize those agencies into a 1-stop shop for business in Las Vegas called the Nevada State Business Center. This planned building will reduce costs through sharing of space and IT while creating incubator space for business support agencies, events and programs.

Mr. Breslow is known for reinventing government processes and creating positive public perception. He is a turn-around specialist.

Director

Nevada Department of Motor Vehicles

Jan 2011 – Nov 2012 • 1 yr 11 mos

Mr. Breslow created a team to implement changes reducing wait-times in offices from an hour and a half to 37 minutes within a year.

Breslow worked with Google to bring a major project to Nevada and create the world's first testing and licensing structure for self-driving vehicles. He and his team created unique regulations and licensed the first self-driving car which allowed the autonomous industry to take off in the United States. The first autonomous license plate now resides at the Smithsonian.

Breslow branded and introduced "DMV in a BOX," which placed interactive kiosks in neighborhood grocery stores so that people didn't have to navigate through an urban corridor to a crowded DMV office for drivers license and registration renewals. His commercials created the brand which helped reduce wait times as residents chose kiosks and reversed their commute to DMV offices.

Mr. Breslow employed technology to create an app which presented live wait times so that customers could choose the best time and location if they had to go to a field office.

Promoted



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Messaging



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He successfully changed negative public perception of the DMV through a campaign of “YES, we CAN help you with that.” Buttons, posters, public messaging and television delivered a positive message which made customers (and then employees) much happier with the DMV. Breslow personally spoke with every employee to empower them to find a way to say “yes” to a customer instead of sending them away without success.

He wrote legislation to extend driver’s licenses to 8-year cycles to reduce traffic in offices, initiated a program to text ahead to get into line and created several other IT modernization initiatives.

Sports Commentator-Olympic Games

Olympic Broadcasting Service

Aug 1984 – Sep 2012 • 28 yrs 2 mos

Mr. Breslow has been a commentator for 8 consecutive live broadcasts of the Summer Olympic Games. He remains an international commentator for the Olympic Broadcasting Service, doing basketball, boxing and volleyball play-by-play in Los Angeles, Seoul, Barcelona, Atlanta, Sydney, Athens, Beijing and London.

He was inducted into the Nevada Broadcasting Hall of Fame and was honored four times by the National Sportswriters and Sportscasters Hall of Fame as Nevada’s Sportscaster of the Year while working for both the ABC and CBS affiliates in Reno. Both stations continually won the ratings period when Mr. Breslow was on their air. His creative entertaining style led to his later success in the political arena.

Executive Director

Agency For Nuclear Projects

Jan 2009 – Jan 2011 • 2 yrs 1 mo

As Executive Director for the Nevada Agency For Nuclear Projects, Breslow led this subdivision of the Nevada Governor’s Office to ensure the health, safety, welfare of Nevada’s citizens, its environment, and economy.

Nevada policy is to prevent the nation’s high level nuclear waste from being stored in Nevada without the State’s consent. There are no nuclear plants in Nevada. Breslow oversaw scientists and contractors and coordinated legal strategy with the Nevada Attorney General to support State objectives. The agency created a public and media awareness platform to counter the efforts of the Department of Energy.

Mr. Breslow worked to build consensus with the Obama Administration, Energy Secretary Chu, and key congressional leaders to halt the Yucca Mountain nuclear waste underground storage project through successful communication and the production of key reports.

Mayor

City of Sparks

Jul 1991 – Jul 1999 • 8 yrs 1 mo

Mr. Breslow personally created a Victorian Square themed Gateway to downtown Sparks ushering in an unprecedented era of major special events and economic growth that attracted several hundred thousand new visitors annually to a revitalized downtown.

He successfully initiated and settled a lawsuit with Exxon, Shell, Texaco, Southern Pacific Railroad and others to clean up a contaminated gravel pit at the entrance to the City along Interstate 80. Then he developed and executed a master plan to build what is now celebrated as the Sparks Marina with beaches, boating, fishing and now offers a “picture window” for the City.

Mr. Breslow successfully changed the image and regional perception of the city which saw average incomes rise dramatically surpassing its dominant neighbor Reno. He drought-proofed city parks and golf courses by creating and implementing a comprehensive effluent re-use system.

While Breslow was Mayor, the city retired and refinanced debt and retired bonds which lowered the city tax rate to a ten-year low.

He served as Chairman of the Reno-Sparks-Lake Tahoe Convention and Visitors Authority for six years while also serving as Mayor. During his leadership, Reno successfully opened the National Bowling Stadium bringing twenty years of convention business to the region and lured a minor league hockey to town.

He created and drafted a plan using rental car tax to finance a triple-A baseball stadium in downtown Reno now open and hosting the Reno Aces minor league team.



Education



University of Missouri-Columbia
Journalism, Broadcasting

Messaging





1973 - 1977

Featured Skills & Endorsements

Government · 99+



Endorsed by Mark Lewis and 5 others who are highly skilled at this

Endorsed by 10 of Bruce's colleagues at State of Nevada

Policy · 99+



Endorsed by 3 of Bruce's colleagues at City of Sparks

Public Relations · 99+



Endorsed by Michael Mersch and 3 others who are highly skilled at this

Endorsed by 8 of Bruce's colleagues at State of Nevada

Bruce is also good at...

Public Speaking · 87

Strategic Planning · 75

Leadership · 61

Community Deve... · 49

Community Outr... · 40

Budgets · 39

Land Use · 36

Event Planning · 25

Management · 24

Public Policy · 23

Strategy · 21

Customer Service · 17

Media Relations · 15

Policy Analysis · 15

Fundraising · 15

Team Building · 15

Organizational D... · 13

Local Government · 11

Economic Develo... · 10

Program Manage... · 10

Redevelopment · 9

Event Management · 9

Coalitions · 8

Non-profit Admin... · 8

New Business De... · 8

Leadership Devel... · 8

Administration · 8

Budgeting · 7

Workshop Facilit... · 6

Strategic Commu... · 6

Legislation · 6

Nonprofits · 6

Project Planning · 5

Public Administr... · 5

Coaching · 5

Politics · 5

System Administr... · 4

Program Develop... · 4

Human Resources · 4

Change Manage... · 3

Employee Relati... · 3

Land Use Planning · 3

Non-profits · 2

Government Rela... · 2

Business Develo... · 1

Show less ^

Recommendations

Received (1)

Given (0)

**Miles Ottenheimer**

CEO at Pro-Link Executive Search, Inc

August 14, 2015, Miles worked with Bruce but at different companies

I have known Bruce since his days as a TV sports editor. He has proven over and over again that no matter what task or job he is given no matter what it is, no matter what it involves he will successfully handle the challenge in a very professional manner. He will perform the duties of that job just like he has been doing it for ever with a tireless, professional, successful work ethic.

Messaging



Accomplishments

2 Courses

Fair Hearings-National Judicial College

Mediation and Arbitration-National Judicial College

1 Certification

Mediator

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