Work Samples

***AMC Today* Magazine**
July – September 2015 Edition
October – December 2015 Edition

Col. Bill Bigelow developed Army Materiel Command's award-winning magazine from inception to publication including concept, design, theme and content. Each edition of the quarterly publication focuses on a unique strategic theme. The July – September 2015 edition tells the story of Army's Organic Industrial Base managed by AMC. The October – December 2015 edition features Army Materiel Command's worldwide reach. The magazine was lauded by the Chief of Staff of the Army at AUSA's Annual Exposition.

"Delivering and Sustaining Army Readiness"
AUSA ARMY Magazine Green Book 2015

The AUSA ARMY Magazine *Green Book is the premiere annual publication of the Association of the United States Army featuring articles from Army senior leaders. Col. Bill Bigelow expertly crafted the framework for the article based on the commander's intent and strategy. The Green Book offers senior leaders a strategic opportunity to share their command priorities.*

"The making of the military highest award, the Medal of Honor"
CBS News
https://www.youtube.com/watch?v=pRIKrQW2qL0

Following guidance from the Army Materiel Command Commander Gen. Dennis L. Via, Col. Bill Bigelow set the story into motion, garnering national attention on the work being accomplished by the Veterans Medals Team, a subordinate organization of AMC. Bigelow quickly directed internal coverage and a gripping media pitch. The Philadelphia Fox News station featured the team as did Army Times, before CBS News zeroed in on the story. Bigelow demonstrated his trusted position with AMC leadership when he was able to interject in the commander's schedule on short notice to fly to Philadelphia for the interview. Via's interview aired on CBS following the Medal of Honor ceremony in November 2015. Bigelow's initiative and creativity resulted in a timely, newsworthy piece at the national level that exceeded the commander's objective.

"The 58 Billion Dollar Man"
Bostonia Magazine
Winter – Spring 2015 Edition

Bostonia magazine, a product of Boston University, is published three times a year and also has an online presence that is updated daily. Col. Bill Bigelow facilitated unprecedented access for reporter Susan Seligson and photographer Christopher Martin to produce a feature on Army Materiel Command Commander Gen. Dennis L. Via – a Boston University Alumni. Bigelow laid the foundation for Bostonia to capture the full story of Via as a man and Army leader, while highlighting the accomplishments of the Army Materiel Command. The feature detailed a day in the life of a four-star general and showcased the complexity of leadership required at the senior Army level. Bigelow was instrumental in achieving leadership buy-in for the all-day interview

observing Via's participation in internal and external events. Bigelow was also responsible for the planning and execution of the two community events featured in the article- a middle school Veterans Day address and the arrival of wounded veterans at the airport for Heroes Week. This article represents Bigelow's unique ability to multi-task and properly delegate to simultaneously carry out two community engagements and a key media engagement at the four-star level.