

Frank Bravo

Bay Area technologist and podcast host who turns confusing tech into simple, actionable advice for non-technical people.

#EverydayTech · #DigitalSafety · #PracticalTips · #TechMakeover

ABOUT FRANK

Frank Bravo helps everyday people feel confident with the technology they already own — without the jargon. As host of *Your Tech Makeover* and Principal of Bravo IT Consulting in San Carlos, CA, Frank specializes in turning confusing tech topics into clear, actionable guidance anyone can follow. He currently serves as CTO of ProLegal and previously spent 30+ years as CTO of Embarcadero Media (Palo Alto Weekly, Palo Alto Online). He's an experienced interviewer himself — he understands the format and comes prepared.

SIGNATURE TOPICS

Your Passwords Are Probably Fine — Your Habits Aren't

Why most password advice misses the real problem, and what actually keeps accounts safe.

The Scam Didn't Fool a Fool — It Fooled a Busy Person

Why smart, capable people fall for scams — and the pattern recognition anyone can apply.

Your Phone Is Doing Too Much — Most of It Without Your Permission

Which settings to change and why most defaults are not set in your favor.

Tech Overwhelm Is a Design Problem, Not a You Problem

Why technology feels complicated on purpose — and how to simplify without buying anything new.

The Subscription You Forgot Is Still Billing You Right Now

A clear, repeatable system to audit and cancel the charges quietly draining your account.

SUGGESTED INTERVIEW QUESTIONS

- Most people assume they're not a target for scammers. Why is that the most dangerous assumption someone can make right now?
- What's the one phone setting most people have never touched — and why does it matter?
- What does most password and security advice get wrong?
- What does a realistic, low-effort approach to online safety look like for a busy person?
- A lot of people feel embarrassed that technology overwhelms them. What do you tell them?
- What's one thing someone could do today to make their digital life meaningfully safer or simpler?

CREDENTIALS

- Host, *Your Tech Makeover* (51 episodes)
- Principal, Bravo IT Consulting — San Carlos, CA
- CTO, ProLegal
- Former CTO, Embarcadero Media — 30+ years
- Palo Alto Weekly · Palo Alto Online
- Bay Area technologist — decades of client work

WHAT CLIENTS SAY

"His approach is pragmatic and tailored to the needs and capabilities of his clients."

— Margaret Warren, San Carlos CA

"Resolved all my issues and provided detailed explanations on a level I could comprehend."

— Dianne L., Belmont CA

"Professional, patient, and has extensive experience in many areas of IT."

— Kristin H., Emerald Hills CA

TECHNICAL SETUP

- Mic: Shure MV7+
- Camera: Logitech MX Brio 4K
- Internet: Gigabit connection
- Platforms: StreamYard, Zoom + more
- Dedicated home office

FOR YOUR LISTENERS

"You can find Frank and all of his free resources at **YourTechMakeover.com**."

BOOK FRANK

yourtechmakeover.com/contact

yourtechmakeover.com

bravoitc.com