

# Bill Peterson

## Skills Summary:

- Proven ability to convey complex marketing principles with engaging case studies and anecdotes
- Over 18 years experience in crafting corporate strategies and marketing efforts for start-up and small organizations
- Over 15 years experience in Fortune 500 companies creating and driving strategies for entry into new markets, product definition, and sales & channel models
- Strategic leadership capabilities honed through intensive engagements with McKinsey and Bain

## Career Chronology:

- 2009-current **University of Texas at Austin**. McCombs School of Business. Lecturer for multiple marketing classes. Conceived and created "Strategy Consulting for Marketers" class.
- 2002-current **Peterson Strategy Group, Inc.** Founder and President. Marketing and strategy consultation. Clients included Kaiser Permanente, TechTurn, Aspyr Software, American Power Conversion and many other companies.
- 2012-2014 **Kinnsr Software, Inc.** Vice President of Corporate Strategy. Architected strategy to triple revenue. Profiled adjacent markets, led build/buy/partner decisions, consummated 3 acquisitions and 2 strategic partnerships.
- 2009-2012 **Qavah Ventures, LLC.** Partner. Private equity and strategic management consulting. Clients and portfolio companies included Alamo Drafthouse, Charles Schwab, Hewlett-Packard, Kinnsr Software, and many other companies.
- 1997-2002 **Dell Computer Corporation.** Director of Services Strategy, Director of Product Marketing. Developed portfolio of products to quadruple service revenue. Planned and implemented entries into the consumer, Japan and China markets. Built business model for the first sub-\$1000 PC.
- 1995-1997 **Artisoft, Inc.** VP of Worldwide Marketing. Architected channel program strategy and global expansion. Integrated branding and marketing efforts of three acquired companies.
- 1988-1995 **Compaq Computer Corporation.** Director of Marketing. Selected by CEO to work with McKinsey and build 4-year corporate strategy. Led corporate repositioning efforts. Complete P&L responsibility for notebook products. Managed North American pricing for all product lines.
- 1984-1988 **IBM Corporation.** Account Marketing Representative. Responsible for selling the complete line of IBM products to American Airlines, one of IBM's largest accounts.
- 1983-1984 **Southern Methodist University.** MBA in Marketing
- 1979-1983 **University of Texas at Austin.** BS in Mechanical Engineering

## Board Membership:

- BiGAUSTIN
- One World Theatre
- Work for Life Africa