

## **Bill Williams: Strategic Planning Associate**

Bill brings a unique combination of automotive factory and retailer experience to The Miller Group. With over 25 years experience in the category, he has managed the national campaigns of brands virtually every General Motors and Ford make, as well as Kia and Jeep. In addition, he's worked on the Ford, Opel, Isuzu, and Vauxhall brands in Europe, as well as all GM brands in Canada.

A strong believer in the adage that "If it doesn't happen at retail, it doesn't happen," Bill has extensive experience in traffic building promotions, sponsorships, events, direct mail, and direct/database marketing. He's launched both on and offline automotive marketing programs for dealers, dealer associations, and factory campaigns. Along the way, his campaigns have been shortlisted in Cannes, and in Effie (strategic) competitions.

His most recent experience at J.D. Power and Associates included building segmentation studies for the Hispanic and Asian automotive segments, as well as creating retail image satisfaction studies. Bill holds undergraduate and graduate degrees from Michigan State University and is an alumni of the Harvard University School of Business, Advanced Management Program.