

## Professional Profile

**Bill Shell** has spent the past 25 years directing fast growth, market driven companies in the service, retail and manufacturing industries. With a unique background of entrepreneurial and corporate experience, Bill is known as a driven, hands-on team leader that not only delivers what the customer asks for, but what they really need.

Having pioneered several businesses Bill has an extensive background in strategic planning and implementation, new business startup and development, marketing, sales, franchising, distribution, operations, project management, budgeting and P&L, organizational development and all facets of tactical business execution. He has been honored to serve in an advisory role to small business and corporate boards.

As a strategic coach and business consultant Bill works with each client served to discover the answer for one of the most challenging questions business owners and executive have: “Why should your customer do business with you vs. your competition”? His process of discovery includes the review of internal resources, present and past customers served, and competitors. This process delivers a marketplace driven, targeted sales and service message.

Samples of his success include:

- Serving as a key business and marketing strategist for vertically integrated Midwest human resources consulting services, mortgage brokerage and financial services firm. During this assignment Bill was able to develop plans and programs to create synergies between operating companies, within a highly regulated business environment.
- As Founder and President of Music Go Round, the industry’s first used and new musical instrument franchise chain, Bill orchestrated growth from one to over seventy locations retail locations, with annual revenues of \$60+ million. This business growth was achieved against tremendous market forces and industry political pressure. Despite these obstacles he was able to create and implement a business format unheard of in the history of the industry.
- As a senior executive with Grow Biz International (INC and Fortune magazine "Fastest Growing" publicly traded company) Bill served as Divisional President, Corporate Retail Operations General Manager, and member of the Executive Team. During this period Bill provided expertise to multiple operating divisions, in a variety of business situations.
- While at AT&T Bill pioneered and directed the Indirect Sales Channel program in support of over 1,600 resellers located throughout 19 states, with an operating budget of over \$250 million. This program was developed to create strategic alliances between multiple distribution channels in an environment of constant change and corporate re-organization.
- At CDC Bill managed “manufacturer to marketplace” Product Management and Marketing for six major PC product lines, including the multi-million dollar relationship with IBM.

Originally from Oklahoma Bill and his family transferred to Minnesota with Control Data Corporation (CDC) in 1983.

Over the past few years Bill has delivered the market insights, business and market strategies and tactical plans and programs to a variety of businesses. His firm, Legacy Market Services, is focused on getting results for other businesses with his team of business and marketing professionals.