



Bill Thomasson - Biography

Areas of Expertise

- Agency Operations
- Agency Management
- Marketing Planning
- New Business Planning

Bill Thomasson is President of Thomasson Consulting, a strategic marketing services firm that provides support to companies and advertising agencies throughout North America. His most recent projects have included:

- Conducting a business analysis of an advertising agency and developing recommendations to streamline the work flow process
- Developing a tactical new business plan for an advertising agency
- Developing a strategic marketing plan for a community hospital evolving into a regional medical center
- Conducting a business analysis of an economic development marketing firm and developing a marketing plan to grow the business
- Developing a marketing plan to launch a new, patented, high security lock
- Conducting a market analysis for a new night vision product for the security market
- Developing a marketing plan for the introduction of a new branded line of flowers and plants into the independent garden center channel

Bill Thomasson has over 28 years of marketing and advertising experience in consumer goods, business-to-business and healthcare. He has been a marketing consultant, a strategic marketing manager, an advertising agency president and CEO, an agency account supervisor and a marketing director.

Bill was Strategic Marketing Manager from 1998-2001 for ITT Night Vision, a manufacturer of night vision products for outdoor recreation and law enforcement, where he developed new strategic plans for the commercial products division of ITT Night Vision. These included a new pricing structure for all products, a new sales structure for the law enforcement market and an expansion plan for the international law enforcement market in the European Union.

Prior to that, he was Agency President from 1989-1998 for The Packett Group, a full service advertising agency located in Roanoke, VA. As president, he was actively involved in agency account management, strategic planning, agency administration and new business acquisition.



Bill also served as a marketing consultant from 1987-1989 for Sea Land, a worldwide containerized shipping company. His two-year consulting contract required him to direct restructuring of the company's \$5 million marketing budget. The scope of work included:

- Conducting in-depth analysis of the role of advertising in marketing of Sea Land worldwide. Recommendations included redefinition of the strategic role of advertising, restructuring of the advertising department and moving the account from an in-house agency situation. Bill also supervised implementation of all recommendations.
- Conducting an advertising agency search for Sea Land Corporation
- Chairing the selection committee and negotiating contract terms with the agency
- Managing the agency for 13 months as interim marketing director.
- Serving on the task force to develop a five-year strategic plan to reposition Sea Land

Prior to that, Bill was Vice-President/Account Supervisor from 1985-1987 for Finnegan & Agee, a full service advertising agency; President/Owner from 1979-1985 of The Thomasson Company, a full service advertising agency; and Marketing Director from 1977-1979 for OMEC Corporation, an auto parts recycling company.

Bill received his BA in Communications from the University of Virginia in 1975 and currently serves as Chairman of the Small Business Advisory Council.