



BILL SCHEESSELE

BIOGRAPHY



BIOGRAPHY

Bill Scheessele is a successful entrepreneur, business owner, nationally known speaker/author and highly acclaimed consultant and educator. In all these endeavors his focus is on assisting individuals, companies, organizations and industry groups learn the fundamentals of professional Business Development.

Bill's background is multifaceted. After completing undergraduate work in industrial management, he learned the importance of teamwork, leadership and rigorous training as an Army basic combat instructor. Upon leaving the military, he transferred his knowledge and skills into a highly successful sales career, attaining sales and management positions at Texaco and leading international sales for a subsidiary of the Trane Corporation.

While in the corporate environment, Bill began to realize that Business Development competency is a lifelong learning process requiring leadership and ethical qualities along with specialized consulting and professional development. He began an intensive study of the Business Development process, and a vision of his own business venture soon began to take form.

In 1979, Bill left the corporate arena and launched MBDⁱ. In the past 32 years, his firm has become the Business Development benchmark for many prestigious government services, energy, engineering, scientific, and technical organizations, both nationally and internationally. MBDⁱ provides Business Development Consulting, Personnel/Placement, as well as Corporate Curriculum Development and Training resources.

At MBDⁱ, Bill leads the management of the company in addition to a full consulting and speaking schedule. He also serves as a columnist for *Washington Technology*, and his articles on Business Development topics have appeared in *Electric Light & Power*, *Power Engineering*, *Managing Power*, *Military & Aerospace Electronics' Defense Executive Newsletter* and *PE (Professional Engineer) Magazine*. He holds a BS degree from Purdue University's Krannert School of Management and earned an MBA, with Distinction, from Xavier University. He is also a 26 year member of the *National Speakers Association* and was awarded the designation as a Certified Speaking Professional (CSP) in 1994.

Bill is available to share his Business Development mastery message with corporate, industry, government and university organizations. His presentations include:

- National Defense Industrial Association
- National Training Systems Association
- National Society of Professional Engineers
- Missile Defense Agency/DOD
- National Nuclear Security Administration/DOE
- American Council of Engineering Companies
- Duke Power Economic Development
- Southern Gas Association
- Energy Solutions Center
- Council of Engineering and Scientific Society Executives
- Utility Economic Development Association
- Florida Economic Development Council
- Disney/SBA National Entrepreneur Center
- North Carolina Economic Development Association
- Purdue University • St. Joseph's University • University of North Carolina/Charlotte



MBDⁱ
7422 Carmel Executive Park Dr.
Suite 202
Charlotte, NC 28226
wmscheessele@mbdi.com
www.mbdi.com