

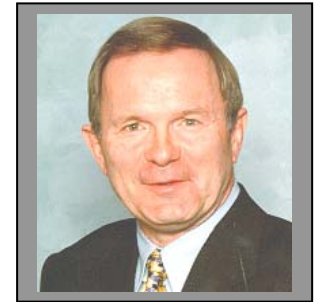


BILL SCHEESSELE

BIOGRAPHY

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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, 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 discipline as an Army Basic Combat Training Instructor during Vietnam. 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.

During his corporate career, 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 took form.

In 1979, he launched MBDⁱ. In the past 30 years, his firm has become the Business Development benchmark for government services, engineering, scientific, and technical firms, both nationally and internationally. MBDⁱ provides Business Development Consulting, Personnel Sourcing services, and Corporate Curriculum Development and Training resources.

At MBDⁱ, Bill leads the management of the company in addition to his full consulting schedule. He also writes columns on Business Development issues for *Washington Technology* and the *Charlotte Business Journal*, and his articles have appeared in *Electric Light & Power*, *Power Engineering* and *PE* (Professional Engineer) Magazines.

He holds a B.S. degree from Purdue University's Krannert School of Management and earned an M.B.A. with Distinction from Xavier University. Bill is also a member of the *National Speakers Association* and earned the certification as a Certified Speaking Professional (CSP).



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