**Design Catalyst Workshop 01.28.2016**

The course he created, Design and Entrepreneurial Thinking, introduces artists and The course he created, Design and Entrepreneurial Thinking, introduces artists and designers to business concepts and enhances their abilities to bring their ideas to reality. This curriculum originated during Bill’s tenure as the Executive Director of the Center for Design and Business at RISD (2006-2008). The Center helped business, educational institutions and government entities set up and manage collaborative design research projects with RISD students, faculty and alumni.

Bill has over twenty years of experience in strategic planning, people development, marketing and finance in both high-tech and consumer companies where he has successfully identified, communicated and implemented new business concepts and initiatives, led organizational change, built strategic partner relationships and led creative processes.  Bill has been on the executive team of several small start-ups, including MTI Group Holdings and Context Media. Prior to joining these firms, he was a strategy consultant at Telesis, a division of Towers Perrin. Bill’s experience also includes consumer product marketing at Gillette and investment banking at Morgan Stanley

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