### William Wesley Hill II, PhD

### Division Head, Business

### Associate Professor of Marketing

### Mississippi State University Meridian

### Division of Business

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EDUCATION

2006 **PHD MARKETING**

University of Alabama, Tuscaloosa, Alabama

Major (Marketing), Minor (Social Psychology)

Dissertation: *The Antecedents of Adolescent Internet Consumer Competency*

1994 **MASTER OF BUSINESS ADMINSTRATION**

Mississippi State University, Meridian, Mississippi

Specialization (Marketing)

1987 **BACHELOR OF SCIENCE IN CHEMICAL ENGINEERING**

University of Alabama, Tuscaloosa, Alabama

ACCOMPLISHMENTS AND AWARDS

* Developing MBA degree program for Division of Business in Meridian (2017)
* Initiated and co-authored curriculum proposal for new BAT degree in Events & Hospitality Services in conjunction with Division of Arts & Sciences (2016-2017)
* Initiated and developed “blended” teaching format for Division of Business (2016-2017)
* Selected Board Member for Industrial Development Board of Demopolis, AL (2017)
* Selected Advisory Board for Gifted Education Demopolis City Schools, AL (2016-2017)
* Awarded $88,000 Grant from Health Resources and Services Administration Rural Health Network Development Planning Program (Co-Investigator), U.S. Department of Health and Human Services, The Montgomery Institute. (2016)
* Coordinated licensing of Division of Business unit brand with Mississippi State University licensing (2016)
* Lead project and approval for new promotion & tenure document for business division coordinating with Provost and College Business Dean of MSU (2016)
* Chosen to serve on Montgomery Institute healthcare taskforce (2015-2016)
* Chosen to serve on economic impact committee assessing city/county consolidation (2016)
* Started Collegiate DECA chapter, MSU Business Division (2015)
* Awarded editorial review board member, Academy of Marketing Studies Journal (2014)
* Promoted to Division Head of Business, MSU Business Division (2013)
* Served duties of Associate Dean, MSU Business (2009-2010; 2012-2013)
* Selected representative for strategic planning committee, MSU Business College (2012-2014)
* Selected AACSB representative for 2012 accreditation visit, MSU Business (2011-2012)
* Promoted to Associate Professor, MSU (2012)
* Notable scholar award for excellence in research, teaching, and service, MSU (2012)
* StatePride faculty award for excellence in research, teaching, and service, MSU, (2010)
* Outstanding service award, MSU Business Division (2010)
* Elected President of Kiwanis Club of Demopolis (2009-2010)
* Outstanding teacher award, MSU Business Division (2008)
* Watson-Little Award, University of Alabama (2007)
* Beta Gamma Sigma, National Honor Society for Schools of Business (2004-2016)
* Minnie & Sam Pizitz Endowed Fellowship, University of Alabama (2003)
* J. L. Bedsole Memorial Endowed Fellowship, University of Alabama (2001-2004)
* Promoted to Regional Sales Manager, J.M. Huber Corporation (1998)
* Elected to Executive Committee, Technical Association of Pulp & Paper Industry (1996-1998)
* Promoted to Process Engineer Level II, Gulf States Paper Corporation (1991)

CAREER EXPERIENCE – 30 YRS TOTAL, 11 YRS ADMINISTRATION

* **Academics**—Administration (6 years), Assistant/Associate Professor of Marketing, Research/Teaching Assistant of Marketing (15 years)
* **Manufacturing**—Process Engineering, Product Development, and Technical Service (9 years)
* **Sales/Marketing & Administration—**Regional Sales Manager (5 years)
  + - **Merchandise Market—**Family Business (15 years)
* **Consulting—**Marketing, Small Business, Tourism, Statistical Analyses, Economic Impact Analyses, Healthcare Administration (9 years)

POSITIONS HELD

* + - **Business Division Head:** (2013 forward)
  + Primary advocate and spokesperson for Business Division across MSU and in community
  + Business education leader for business industry stakeholders (East Mississippi Business Development Corporation), Montgomery Institute, medical industry (Rush Health Systems, Anderson Regional Medical Center), and the downtown revitalization partners (Meridian Main Street, Riley and Hardin Foundations)
  + Community College partnership coordinator for business degree 2+2 agreements
  + Curriculum Development for Division of Business
  + Internship coordinator for Division of Business
  + Strategic planning for Division and College of Business
  + Administration responsibility for Business Division
  + Advising for Division of Business Students
  + Hiring and evaluation of faculty and staff for Business Division
  + Primary coordinator for promotion and tenure for Business Division
  + Coordination of curriculum and class scheduling for Business Division
  + Advising responsibility for the Business Division
  + Budgetary responsibility for Business Division
  + Strategic enrollment planning and recruiting for Business Division
  + Accreditation (AACSB, SACSCOC) head for division and I.E. report reviewer for MSU Meridian Campus and Mississippi State University
  + Key recruiting resource for Business Division with community colleges and industry
  + Responsible for student organizations in the Business Division
    - **Interim Associate Business Dean (later named Division Head, Business)**: (2009-2010; 2012-2013)
  + Primary advocate and spokesperson for Business Division
  + Administration responsibility for Business Division
  + Business leadership team meetings in Starkville every 2-3 weeks; includes writing reports for Campus Director and Dean in Meridian and communicating findings to Meridian business faculty; also includes preparation for the BLT relative to proposals to overall faculty (i.e., curriculum, campus policy)
  + Involvement with future projects such as a web-based for faculty evaluations and AACSB reporting
  + Preparation of reports for Campus Associate VP and Dean (i.e., enrollment trends, metrics recommendations for cross-campus performance comparisons)
  + Class scheduling and teaching assignments for semesters and summers
  + Coordination of day-to-day questions from Division of Business faculty and staff
    - **Instructor/Assistant/Associate Professor of Marketing**: Mississippi State University (2005-2017)
  + Promotion and tenure from Assistant to Associate Professor (2012)
  + Promotion to Instructor to Assistant Professor (2006)
  + MBA Teaching: On-campus/distance (2006-2016); Saturday MBA (2005-2006)
    - * Strategic marketing (2006-2013)
      * Quantitative analysis (2006-2013)
      * Internet marketing (2005-2012)
      * Sales management (2010-2016)
  + AACSB coordinator (2008-2017) and SACSCOC coordinator for division (2010-2017)
  + COB curriculum committee member (2008-2013)
    - **Consultant**: Marketing, statistical analysis, economic impact analyses (2007-2017)
  + 1st United Methodist Church of Demopolis (2017)
  + Montgomery Institute Healthcare Taskforce (2015-2016)
  + Lauderdale County Tourism Bureau (2015-2017)
  + Jeff Anderson Regional Hospital (2009-2017)
  + Rush Hospital (2012-2017)
  + Vital Care, Inc. (2015)
  + The Jimmie Rodgers Foundation, Festival of Events, and Museum (2012-2017)
  + The Sucarnochee Revue at Temple Theatre and the University of West Alabama (2011)
  + Colonial Funeral Homes (2008-2009)
  + Demopolis City Schools Foundation (2007)
  + Interquest Canines (2007)
  + American Marketing Association (2004)
    - **Doctoral Student**: Research and Teaching Assistant, University of Alabama (2001-2005)
  + Teaching Assistant: taught semesters and summers
  + Research Assistant: co-authored two papers later published; research assistant for faculty; qualitative and quantitative dissertation
  + Dissertation completed in 2006
    - **Regional Sales Manager**: JM Huber Corporation, Macon, GA (1996-2001)
  + Southeastern U.S. Regional Sales of Minerals to the paint and paper industries
  + $20M sales responsibility
  + Increased sales from $10M to $20M in territory in last 3 years
  + Budgetary responsibility for southeastern US region
  + Forecasting for southeastern US region – east Texas to Georgia
  + Product development initiatives, research and development, and product launches
    - **Senior Process Engineer**: James River Corporation, Pennington, AL (1992-1996)
  + Lead engineer for product development of food and high gloss packaging end-uses
  + Project engineer for statistical process control for operations
  + Achieved chemical cost reductions of over $1.5M during tenure
  + Created grade profitability program for manufacturing
  + Process engineer for standard operating procedures (SOP) for paperboard operations
    - **Process Engineer**: Gulf States Paper Corporation, Demopolis, AL (1987-1992)
  + Customer service engineer to US paperboard printing operations
  + Lead engineer for product development and grade development
  + Process engineer for quality control and laboratory testing
  + Project engineer for development of paper coating recipes
  + Project leader for distributive process control performance (Honeywell) in manufacturing
    - **Wholesale and Trade Show Promotion (Family Business):** HH Creations, AL (1983-1998)
  + Project sales manager for HH Creations (Annual Revenues = $600K)
  + Wholesale of holiday gifts and apparel to national gift shows and catalog retailers
  + Sales manager for Atlanta, New York, Chicago, Dallas, and Los Angeles gift shows
  + Bought and sold at gift trade shows throughout United States
  + Traveled and imported from China and Indonesia

RESEARCH – PUBLISHED PAPERS, GRANTS, AND REPORTS

* William W. Hill. “Economic impact study for the Jimmie Rodgers festival of events and museum, Jimmie Rodgers Foundation, Meridian, Mississippi, (Currently ongoing for 2017).
* William W. Hill (Co-Investigator). Rural health network development planning program grant ($88,000), Health Resources and Services Administration, U.S. Department of Health and Human Services, The Montgomery Institute, June 2016.
* William W. Hill. “Understanding the typical vacations of U.S. southern travelers”, Journal of Applied Business Research, July/Aug 2016, Vol. 32 Number 4, p.1169-1178.
* William W. Hill, Sharon Beatty, and Gian Walsh. “A segmentation of adolescent online users and shoppers”, Journal of Service Marketing, 2013, Vol. 27, Issue 5.
* William W. Hill. “A segmentation of beach rental-by-owner online inquiring customers”, Academy of Marketing Studies Journal, June 2012 Supplement, Vol. 16, p. 1-18.
* William W. Hill and Sharon E. Beatty. “A model of adolescents’ online consumer self-efficacy (OCSE)”, Journal of Business Research, 2011, Vol. 64, Issue 10, p.1025-1033.
* William W. Hill. “Economic Impact Study for the Jimmie Rodgers Festival of Events and Museum, Jimmie Rodgers Foundation, Meridian, Mississippi, August 2012.
* William W. Hill. “Economic Impact Study Sucarnochee Revue Musical Events”, Sucarnochee Revue and Record Company, Meridian, Mississippi, April 2011.
* William W. Hill. “Information sharing with B2B customers: the seller’s "double-edged sword", Academy of Marketing Studies Journal, January 2010, Vol. 14, Issue 1, p.27-38.
* William W. Hill, “Jeff Anderson Regional Hospital Inpatient Data Analysis”, Statistical Analysis Study and Report for Jeff Anderson Regional Hospital, Meridian, Mississippi, June 2009.
* Sijun Wang, Betsy Holloway, Sharon Beatty, and William W. Hill. “[Adolescent influence in family purchase decisions: an update and cross-national extension](http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,url,cookie,uid&an=26995595&db=bth&scope=site&site=ehost)”, Journal of Business Research, November 2007, Vol. 60, Iss. 11, p.1117-1124**.**
* Philip J. Trocchia, Sharon E. Beatty, and William W. Hill. "A typology of motor vehicle consumers using motives for leasing versus financing", Journal of Consumer Behaviour, Jul/Aug 2006, Vol. 5, Iss. 4, p.304-316.

RESEARCH - CONFERENCE PAPERS, SESSION CHAIRS, AND PARTICIPATION

* William Hill. Pearson Publishing teaching focus group research consultant, American Marketing Association, February, 2017.
* William Hill. “Relating sports performance and associated metrics with marketing and overall business outcomes”, Society of Marketing Advances, November, 2016.
* William Hill. “Understanding the typical vacation and relating factors”, Academy of Marketing Studies, April, 2015.
* William Hill: Session Chair, Marketing and Financial Accounting, Academy of Business Research Conference, November, 2014.
* William Hill. "The motives and constraints for vacation style selection", Academy of Business Research Conference, November, 2014.
* William Hill. American Marketing Association Conference, Attended “Emerging Markets Symposium”, August, 2013
* William Hill. Society of Marketing Advances Conference, October, 2012.
* William Hill. “Understanding the typical vacation, destination choice, and its influences”, Academy of Marketing Studies, April, 2012.
* William Hill. “A segmentation of beach rental-by-owner online inquiring customers” Academy of Marketing Studies, July, 2011.
* William Hill. “Understanding online beach vacation inquirers for one gulf beach property”, Academy of Business Research, March, 2010.
* William Hill. “The beach rental-by-owner world: a “dog-gone” interesting experience”, Academy of Marketing Studies, April, 2010.
* William Hill. “Online adolescent shoppers: products of interest and influence”, Decision Sciences Institute Conference, November, 2009.
* William Hill. “Information Sharing in B2B: A seller’s double-edged sword”, Academy of Marketing Studies, July, 2009. (Honorable Mention Paper Award Winner)
* William Hill. “A Segmentation of adolescent internet users and shoppers”, Allied Academies Conference, Academy of Marketing Studies, April, 2009.
* Seungjae Shin, William Hill, James Lawson, and Jack E. Tucci. “Municipal wireless: pricing strategy review”, Decisions Science Institute Conference, November 2007.
* Sijun Wang, Betsy Holloway, Sharon Beatty, and William W. Hill. “**Adolescent influence in family purchase decisions: a reinquiry and extension”, American Marketing Association, August 2005.**
* George Deitz, William W. Hill, and Dallas Branch. “Beyond awareness: consumer response to sport sponsorship”, Association Marketing Theory and Practice, March 2003.

RESEARCH - ACADEMIC REVIEW BOARDS AND REVIEWER POSITIONS

* Editorial review board member for Academy of Marketing Studies Journal (2014-2017)
* Reviewer for Journal of Services Marketing (2015-2017)
* Reviewer for Journal of International Consumer Marketing (2016)
* Reviewer for European Journal of Marketing (2016)
* Reviewer for Journal of the Academy of Marketing Studies (2009-2016)
* Reviewer for Journal of Interactive Marketing (2009, 2012)
* Reviewer for Society of Marketing Advances Conference (2012)
* Textbook Review for McGraw-Hill (2009)

TEACHING EXPERIENCE – UG & MBA (TRADITIONAL, ONLINE & SATURDAY FORMATS)

* Mississippi State University, Meridian Campus (12 years)

Undergraduate Marketing Courses (12 years):

* + Marketing research
  + Internet marketing
  + Marketing management
  + Personal selling
  + Retailing
  + Advertising
  + International marketing
  + Resort-Convention Marketing
  + Marketing Internship Course
  + Business Policy (management)
  + Introduction to MIS (management information systems)
  + Healthcare Administration Internship (healthcare administration)

MBA Courses (10 years):

* + Quantitative analysis and business research (traditional, online, & Saturday formats)
  + Strategic marketing management (traditional, online, & Saturday formats)
  + Sales management (traditional, online, Saturday formats)
  + Marketing management
  + Internet marketing
  + Statistics for business

Graduate Advising Projects:

* + Musical Band and fan mobile application MBA consulting project (2012)
  + Architecture market MBA consulting project (2012)
  + New South equipment mats MBA consulting project (2011)
  + Sqwincher Energy Drink MBA consulting project (2009)
* University of Alabama (4 years): Marketing Doctoral Student and Teaching Assistant

Undergraduate Courses:

* + Retailing
  + Consumer behavior
  + Personal selling
  + Principles of marketing

SERVICE

* Professional Memberships
  + Member of American Marketing Association (2003-2006; 2011-2017)
  + Member of Society of Marketing Advances (2015-2017)
  + Member of Academy of Business Research (2010-2011, 2014-2016)
  + Member of Academy of Marketing Studies (2009-2015)
  + Member of Public Relations Association of Mississippi in Meridian (2009-2010)
  + Technical Association Pulp and Paper Industry (1987-2001)
    - Executive committee member (1996-1998)
    - Technical program chairperson (1993, 1998)
    - Presented trade conference papers (1988, 1989, 1992)
  + American Society of Chemical Engineers (1986-1987)
* Professional Training
  + Transfer Student Education Conference (2016)
  + AACSB applied assessment seminar (2012)
  + AACSB maintenance of accreditation seminar (2012)
  + MSU safeguard plagiarism software training (2015)
  + MSU attendance tracking workshop (2015)
  + MSU legal issues conference (2015)
  + MSU advisory workshop for community college transfers (2015)
  + Provost’s roundtable workshop on distance education (2015)
  + Search committee workshop by MSU human resources (2015)
  + Academic administrators training program (2012, 2013)
  + Attended MSU business leadership summit (2009)
* Department, Campus, and Institutional
  + Developed community college partnership 2+2 business degree agreements (2016-2017)
  + Served as committee member to hire MSU Meridian campus advising coordinator (2016)
  + Served as committee member to hire MSU Meridian campus advising counselor for East Central Community College (2016)
  + Served as committee member to hire MSU Meridian campus advising counselor for East Mississippi Community College (2016)
  + Served as committee member to hire MSU Meridian campus advising counselor for Meridian Community College (2016)
  + Recruiting resource for business division with four area community colleges (2012-2017)
  + Division of Business representative to campus advisory board luncheon (2013-2016)
  + Division of Business representative to EMBDC luncheon (2015)
  + Marketing and recruiting brainstorming session with MSU public relations (2015)
  + Recruiting to PTK honor students at East Mississippi Community College (2015)
  + Served on committee to hire campus business manager (2015)
  + Recruiting on behalf of Division of Business at Jones County Community College (2015)
  + Reviewer of I.E. Reports for Mississippi State University campus for SACSCOC accreditation (2015-2016)
  + Business Division representative to naming of the building to Deen Building (2015)
  + Recruiting orientation training with MSU student recruiting (2015)
  + Administrator for promotion & tenure to full professor for faculty member (2014-2016)
  + Administrator for the accounting search committee hire (2012-2014)
  + Administrator for the marketing search committee hire (2013-2014)
  + Served on the College of Business communications advisory board (2013-2014)
  + Served duties of Associate Dean on Business (2012-2013, 2009-2010)
  + Served as chair of promotion and tenure committee (2012-2013)
  + Served as co-chair of committee to revise the Meridian Division of Business promotion and tenure document (2012-2014, 2009-2010)
  + Serving as Beta Gamma Sigma coordinator for MSU Meridian campus (2008-2016)
  + Nominated as Meridian Division of Business representative for Graduate School Dean search committee (2012)
  + Served as Meridian business faculty representative for College of Business strategic planning committee (2012-2014)
  + Served as member of College of Business curriculum committee (2008-2013)
  + Serving as SACSCOC (accreditation) faculty coordinator (2010-2017)
  + Serving as ACCSB (accreditation) faculty coordinator (2008-2017)
  + Serving on committee to improve the campus website (2012-2017)
  + Served as strategic taskforce representative for Meridian Division of Business (2012)
  + Served as campus relations representative Meridian Division of Business (2012)
  + Served as chair of Newberry building project committee (2011-2012)
  + Elected and served on (university-wide) committee to hire the dean of business for Mississippi State University main campus (2011).
  + Served on committee to hire the Associate Dean of Business of Meridian Campus (2011)
  + Served as researcher for Dean to develop survey to improve enrollment (2011)
  + Promoted and assisted in GMAT workshop at the Meridian Campus (2011-2014)
  + Served on committee to hire psychology professor for Arts and Sciences (2010)
  + Served as committee chair to hire healthcare administration professor (2008-2009)
  + Served on committee to hire technology management professor (2008)
  + Served on committee to hire finance professor (2008)
  + Served on Committee to hire new history professor for MSU-Meridian Campus (2007)
  + Served as resource for office of technology commercialization developmental projects (2007)
  + Served as ORED strategic planning process meeting resource (2007)
  + Served as marketing consultant for the marketing for the MSU Riley Center Book (2006)
  + Served as participate in student government fundraiser (2008)
  + Served as MSU-Meridian recruitment representative at Meridian Community College (2005)
* Civic and Personal
  + Media
    - Designed Billboard Art for billboards (I-59/20) to promote the MSU Division of Business (March, 2017).
    - Designed and Participated in “Maroon Minute” recordings for radio in Meridian to promote the MSU Division of Business (March, 2017).
    - Appeared on WOKK, WJXM, WJDQ, and WALT radio stations in Meridian, Mississippi promoting the New Bachelors in Accountancy Degree (January 2017).
    - Appeared on “Live at 5” on WTOK (ABC) television promoting the MSU-Meridian MBA program and GMAT workshop (January 2014).
    - Appeared on WTOK (ABC) television news at downtown campus promoting the MSU-Meridian MBA program and GMAT workshop (January 2014).
    - Spoke on Good Morning Meridian on WTOK (ABC) to Meridian television market on behalf of the Division of Business about the value of getting an MBA (January 2013).
    - Spoke on video interview describing the new Downtown Business Campus for the Mississippi State Alumni Association (February, 2012).
    - Spoke to Meridian television market (FOX 30) on behalf of the Division of Business at the MSU Meridian campus about the upcoming GMAT test training session offered (August 2011).
    - Participated as quoted faculty for news release prepared for the GMAT workshop offered at MSU Meridian (August, 2011).
    - Appeared on the WTOK (WTOK News) to discuss the community business seminars offered by MSU Meridian (May 2007).
    - Spoke on radio on behalf of MSU Meridian. The 15-minute segment offered the value of a Marketing degree from MSU Meridian (January 2006).
  + Speaking Functions
    - Speaker for Division of Business at community college luncheon (2014-2016)
    - Speaker for the MSU Meridian Campus advisor board dinner (2014-2016)
    - Introduction speaker for Meridian Campus transfer workshops (2015)
    - Speaker at Butler, AL Mayor's Breakfast about the opportunities for students in the MSU-Meridian Division of Business (November 2013)
    - Spoke at the Demopolis, Alabama Chamber of Commerce breakfast about the opportunities for students in the MSU-Meridian Division of Business (2013)
    - Speaker for reception at Coleman Arts Building in York, Alabama about educational opportunities for students in the MSU-Meridian Division of Business (2013)
  + Presentations
    - Speaker to Civitan Club of Meridian, Mississippi on “MSU Division of Business” (2016)
    - Developed and presented excel training EMCED workshop for local K-12 administrators (2010)
    - Speaker to MCC relative to the “Career opportunities in marketing” (2009)
    - Speaker for Public Relations Association of Meridian (PRAM) on “Teens in the online world.” (2009)
    - University experts” Speaker (2007-2011)
    - Speaker to Kiwanis Club of Demopolis, Alabama on “Distance learning” (2008)
    - Speaker to Rotary Club of Demopolis, Alabama on “State of e-commerce” (2007)

* + Memberships and Activities
    - Selected as Board Member for Industrial Development Board of Demopolis, AL (2017)
    - Selected Board Member Gifted Program for Demopolis City Schools (2016-2017)
    - Mathematics youth competition coach for Perennial Math (2016-2017)
    - Committee member for economic impact assessing Meridian city/Lauderdale county local government consolidation (2016)
    - Committee member on Montgomery Institute healthcare taskforce (2015-2016)
    - Consultant to Lauderdale County Tourism Bureau (2015-2017)
    - Consultant to east Mississippi medical community (2008-2017)
    - Performed economic impact analysis and ongoing assessment for The Jimmie Rodgers Foundation, festival of events, and museum (2012-2016)
    - Performed economic impact analysis for The Sucarnochee Revue at Temple Theatre and the University of West Alabama (2011)
    - Communications coordinator of Kiwanis Club (2010-2012)
    - President of Kiwanis Club of Demopolis (2009-2010)
    - Member of Kiwanis Club of Demopolis (1995-1996; 2007-2012)
    - Board Member of the Meridian Symphony Orchestra (2009-2010)
    - Member of “Friends and Family” for public library of Demopolis (2001-2012)
    - Member of Historical Foundation of Demopolis (2003-2012)
    - Tennis coach for local schools of Demopolis (2001-2009)
    - USTA junior tennis event coordinator of Demopolis (2005-2009)
    - Youth basketball coach (2001-2009, 2015-2016)
    - Youth softball coach (2012-2017)
    - Sunday school teacher – 1st Methodist Church of Demopolis (2001-2017)
    - Sunday school superintendent – 1st Methodist Church of Demopolis (2014-2016)
    - Historian & Archives - 1st Methodist Church of Demopolis (2016-2017)
    - U. S. Senate intern in Washington, DC (Summer 1986)