

# William W. Hill, II

## Vitae

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### University Address

Mississippi State University, Meridian Campus  
Division of Business and Industry  
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### Home Address

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### Education

- ◆ Ph.D. in Marketing, University of Alabama (2006)
- ◆ M.B.A., Mississippi State University (1994)
- ◆ B.S. in Chemical Engineering, University of Alabama (1987)

### Academic Accomplishments

- ◆ Business Faculty Outstanding Teacher Award (2008)
- ◆ Watson-Little Memorial Award, University of Alabama, Culverhouse College of Commerce and Business Administration (2007)
- ◆ Beta Gamma Sigma, National Honor Society for Schools of Business (2004-2008)
- ◆ Minnie & Sam Pizitz Endowed Fellowship (2003)
- ◆ J. L. Bedsole Memorial Endowed Fellowship (2001-2004)

### Published Papers

- ◆ 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/Aug2006, Vol. 5, Iss. 4, p.304-316.
- ◆ Sijun Wang, Betsy Holloway, Sharon Beatty, and William W. Hill. "Adolescent influence in family purchase decisions: An update and cross-national extension." *Journal of Business Research*, November 2007, Vol. 60, Iss. 11, p.1117-1124.

### Conference Papers

- ◆ Seungjae Shin, William Hill, James Lawson, and Jack E. Tucci. "Municipal Wireless: Pricing Strategy Review," *Decisions Science Institute Conference*, Accepted for November 2007.

- ◆ Sijun Wang, Betsy Holloway, Sharon Beatty, and William W. Hill. “Adolescent Influence in Family Purchase Decisions: A Re inquiry 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.

### **Working Paper (from Dissertation)**

- ◆ William W. Hill and Sharon Beatty. “A Model of Internet Consumer Competency.”

### **Teaching Experience**

- ◆ University of Alabama (4 years): Marketing Doctoral Student

#### Undergraduate Courses:

- Retailing
- Consumer Behavior
- Personal Selling
- Principles of Marketing

- ◆ Mississippi State University, Meridian Campus (3+ years): Assistant Professor of Marketing

#### Undergraduate Courses:

- Marketing Research
- Internet Marketing
- Marketing Management
- Personal Selling
- International Marketing
- Business Policy (Management)
- Introduction to MIS

#### Graduate Courses:

- Quantitative Analysis and Business Research (Classroom and Distance Learning)
- Strategic Marketing Management (Classroom and Distance Learning)
- Statistics for Business
- Marketing Management

### **Industry Work Experience**

- ◆ Paper Manufacturing and Minerals Industry
  - Sales & Marketing (6 yrs)
  - Engineering (8 yrs)
- ◆ Merchandise Market – Gift Shows
  - Trade Show Promotion – Family Wholesale Business
  - New York, Atlanta, Chicago, Los Angeles, Dallas

## Highlights of Industry Experience

- ◆ **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
- ◆ **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 and SOP Development for Operations
  - Achieved Chemical Cost Reductions of over \$1.5M during Tenure
  - Created Grade Profitability Program for Evaluation and Use by Manufacturing
- ◆ **Process Engineer:** Gulf States Paper Corporation, Demopolis, AL (1987-1992)
  - Customer Service Engineer to Paperboard Printing Operations
  - Project Engineer for Development of Paper Coating Recipes
  - Project Leader for Distributive Process Control Performance in Manufacturing
- ◆ **Wholesale Sales and Trade Show Promotion:** HH Creations, Demopolis, AL (1987-1996)
  - Project Manager for H.H. Creations (Annual Revenues = \$750K)
  - Wholesale of Holiday Gifts and Apparel to Merchant and Catalog Retailers
  - Bought and Sold at Gift Shows throughout United States
  - Traveled and Imported from Far East

## Professional Affiliations

- ◆ American Marketing Association (2003-2006)
  - Conducted Research for AMA (2004)
- ◆ 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)

## Service and Personal Interests

- ◆ Served as ACCSB faculty coordinator (2008)
- ◆ Served on committee to hire technology management professor (2008)
- ◆ Served on committee to hire finance professor (2008)
- ◆ Served as Beta Gamma Sigma Co-Coordinator at MSU Meridian Campus (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)
- ◆ Speaker for Customer Service Seminar presented at MSU-Meridian to Local Businesses (2007)
- ◆ Speaker to Rotary Club of Demopolis, Alabama on “State of E-commerce” (2007)
- ◆ Member of Kiwanis Club (1995-1996; 2007)
- ◆ MSU-Meridian recruitment at Meridian Community College (2005)
- ◆ Tennis Coach for Local Public Schools (2001-2007)
- ◆ Youth Coach for Baseball, Soccer, and Basketball (1996-2007)

- ◆ Member of “Friends and Family” for Public Library (2001-2007)
- ◆ Member of Historical Foundation (2003-2007)
- ◆ Sunday School Teacher at 1<sup>st</sup> United Methodist Church of Demopolis (2001-2007)
- ◆ U. S. Senate Intern (1986)