

Curriculum Vitae

Dr. William B. Lindsley

Academic Degrees

- 1987 **Ph.D. in Management, Sloan School of Management, M.I.T.**
Cambridge, Massachusetts.
Concentration in Strategy and Policy, minor in Economics. Dissertation:
"The Influence of Industrial and Technological Characteristics, Business
Strategy, and Prior Firm Performance on Business Units' R&D
Allocations."
- 1979 **M.B.A., Boston College Graduate School of Management**
Chestnut Hill, Massachusetts.
Concentration in Strategic Management.
Who's Who in American Colleges and Universities.
Top 5% of class.
- 1969 **B.A. with High Honors, University of Virginia**
Charlottesville, Virginia.
Major in Government and International Affairs.
Elected to Phi Beta Kappa. Full Academic Scholarship. Varsity Tennis.
Co-founder, John Minor Pre-Legal Society.
Treasurer, President, Pi Kappa Phi social fraternity.

Professional Experience

Academic Experience

- 1993-1997 Associate Dean, Associate Professor of Management,
The Jack C. Massey Graduate School of Business, Belmont University,
Nashville, TN.
Responsible for graduate business school, including MBA and M.Acc.
programs, overseeing recruiting, admissions, billing, registration, budgets,
personnel. Completely re-engineered all processes in the school. In last
two years placed in charge of development for entire School of Business
and oversaw Board of Advisors. Was in charge of AACSB accreditation
effort resulting in getting the School of Business official Candidacy Status.
Oversaw and was interim director for Center for Family Business.
Developed Program for HealthCare MBA working with the health care
business community. Developed partnerships with international
universities in France, Russia, Mexico and conducted courses abroad.
Worked to revitalize alumni involvement. Taught Strategic Management
course each trimester as well as supervising numerous independent
studies. Voted teacher of the year.

- 1986-1993 Assistant Professor, Owen Graduate School of Management, Vanderbilt University, Nashville, TN.
Courses taught in Strategic Management, and Integrated Applied Projects (student consulting projects). Developed and taught new course in Management of Technology. Received outstanding teaching evaluations and awarded teacher of the year by both EMBA and MBA classes.
- 1991,1992 Instructor, Executive Programs, Owen Graduate School of Management, Vanderbilt University, Nashville TN.
Developed and taught advanced course entitled, "Competitive Positioning."
- 1986 Instructor in Policy and Strategy, International Marketing Summer Institute, Boston, MA.
Taught Summer Program for Executives.
- 1982-1986 Instructor (full-time), Boston College Graduate School of Management, Boston, MA.
Designed and taught graduate and undergraduate courses in Strategic Management. Designed and taught graduate course in Technology Strategy and Innovation. Additional responsibilities for student advising and supervision of honors theses.
- 1979-1982 Research Assistant, Sloan School of Management, M.I.T., Cambridge, MA.
Responsible for curriculum development for courses in Corporate Strategy, Entrepreneurship, Industry Analysis, and Financial Strategy.

Business Experience

- 1986-present President, Bill Lindsley & Co., Brentwood, TN
Consulting firm providing strategic planning facilitation to firms of all sizes and in many industries. Clients have included Aladdin Industries, Welbilt, Southwestern/Great American, Inc., Community Health Systems, The Parthenon, Tennessee Society of CPAs, Nashville Chamber of Commerce, Nashville Rotary, National Academy of Recording Arts/Sciences, American HomePatient, Baptist Hospital Affiliates, CareNet, TeleCenter Systems Management Group, Nashville Area Chamber of Commerce, Bryan Pendleton Swats & McAlister, Philadelphia Stock Exchange, Tennessee Bar Foundation, Willis Corroon, Bankers Trust, J.C. Bradford, H.R. Block, Energy DeSign, Nashville Wire, Steiner-Liff Iron and Metals Company, Tennessee Performing Arts Center, Vanderbilt Hospital, Baptist Sunday School Board, Tennessee Health Care Association, American Society of Hospital Pharmacists, Madison Minor Medical, Altizer Building Components.
- 1980-1985 Consultant to The Management Center, Chestnut Hill, MA. Participated in training program for Banco de Los Trabajadores de Venezuela.
Consultant to General Electric, Space Systems Division.

- 1979 Analyst/Consultant for Office of Analytic Studies, Harvard University. Developed and implemented computerized decision support systems for several schools within Harvard, working closely with top administrators for strategic planning.
- 1978 Programmer/Analyst for Administrative Systems, Boston College. Designed and implemented various systems projects for the school. Also worked with Executive VP to re-design the university's computer model for strategic planning
- 1975-1977 Pillsbury Company. Sales/Account Representative in New England area. Significantly increased sales to accounts for which responsible.
- 1972-1975 Smithfield H&P Company, Smithfield, Virginia. Food sales to retail, commercial, and government accounts. Promoted to regional sales coordinator for New York-New England, overseeing brokers and developing new accounts. Increased sales by over 100% in first year.
- 1970-1972 J.C. Penney Company, Santa Cruz, California. Assistant to Supervisor in Retail Distribution.
- 1969-1970 Office of Economic Opportunity, U.S. Government, Denver, Colorado. Worked with Juvenile Court System in client services, interacting with government agencies and educational institutions.

Other Collegiate Assignments: Belmont University

Schools of Business Leadership Team
 AACSB Steering Team, Coordinator
 University Internal Planning Group (Strategic Planning Team)
 University Development Council
 University Graduate Faculty
 University Graduate Schools Council
 Frist Center for Senior Living, Advisory Board member
 Massey School Continuous Improvement Team
 Lighten Up Team
 Executive Education Centers Team
 Development

Professional and Academic Association Memberships

Academy of Management, Business Policy and Technology and Innovation Divisions;
 Membership Committee; Reviewer
 Nashville Entertainment Association, past President, Chairman
 Sigma Beta Delta

The Planning Forum (International Society For Planning & Strategic Management),
Nashville Chapter President 1988-1989 and 1989-1990,
Strategic Management Society
Reviewer, International Journal of Technology Management
Reviewer, Southern Academy of Management
Planning Forum, President, Nashville Chapter, 1988-89, 1989-1990
Phi Beta Kappa
Nashville Health Care Council
Peer Learning Network

Publications

"How to Form and Use Affinity Groups in Your Family Business Program," International Family Business Program Association Conference Proceedings 1996.

"Financial Peace," book review, Nashville Business, April 1996.

"The Second Curve," book review, Nashville Business in Review, April 1996.

"Life is a Contact Sport," book review, Nashville Business in Review, February 1996.

"Crisis and Renewal," book review, Nashville Business in Review, December 1995.

"Built to Last," Book Review, Nashville Business in Review, October 1995.

"Knock Your Socks Off Answers," book review, Nashville Business in Review,
September 1995.

"The Strategic Value of Response Time and Product Variety" (co-authored with J. Blackburn, T. Elrod, and A. Zahorik) in Voss, C.A., editor, *Manufacturing Strategy: Process and Content* (London: Chapman & Hall, 1992).

"Factors Affecting Technology Strategy," Best Paper Proceedings 1992, Edited by J.L. Wall and L.R. Jauch, Academy of Management, 1992.

"Time and Product Variety Competition in the Book Distribution Industry" (lead author, with J. Blackburn and T. Elrod) Journal of Operations Management Vol. 10, No. 3, 1991.

"Innovation and Critical Fixities," Sloan School of Management Working Paper, August 1982. (This paper and next four are co-authored with Z. Zannetos, T. Papageorgiou & M. Tang.)

"Dimensions of Productivity," Sloan School of Management Working Paper, May 1982.

"Productivity: An Examination of Underlying Causes," Sloan School of Management Working Paper, March 1982.

"Productivity Measurement: Applications to the Automobile Industry," Sloan School of Management Working Paper, March 1982.

"Productivity Measurement: Theoretical Underpinnings," Sloan School of Management Working Paper, October 1981).

"Economics and Corporate Strategy by C.J. Sutton," book review (with Z.S. Zannetos), Sloan Management Review, Spring 1981, pp. 63-65.

Teaching Cases:

Northern Telecom's Norstar

IBM's Personal Computer

ITT's 1240

Armistead Visiting Nurses Association, Inc. (co-authored with D. Pastor).

Professional Presentations

"Strategic Planning ReVisited," Center for Family Business, Belmont University, February 2002.

"Strategic Planning in Family Businesses," Center for Family Business, Belmont University, February 2001.

"Developing and Drafting a Vision for your Family Business," Center for Family Business, Belmont University, November 1996.

"How to Form and Use Affinity Groups in Your Family Business Program," International Family Business Program Association Conference, Santa Monica, CA, July, 1996. Organized and moderated panel discussion.

"Greater Profits (and more fun) through Strategic Planning," Nashville Chamber of Commerce Business Expo, November 1993.

"The Human Resource Link to Strategic Planning," Human Resources Leadership Forum, Nashville, TN, October 1993.

"Factors Affecting Technology Strategy," Academy of Management, August 1992 Panel Discussant, Southern Management Association, November, 1992.

"Higher Education and Business," Kiwanis Club, Decatur, Alabama, June, 1992.

"Planning Within the Nursing Environment," Presentation to Nursing Administration graduate students, Vanderbilt University Medical Center, February 1992.

"Strategic Planning," Annual Conference, National Association of Women Business Owners, November, 1991.

Session Chair, Academy of Management Annual Meeting, August 1991.

Panel Discussant, Southern Management Association, November, 1991.

"Insights on Entrepreneurs," WWTN Radio, Lynn Williams Show, August 1991.

"Strategic planning," Meeting of the Minds conference sponsored by the Committee of 200, an international organization of female executives, Nashville, TN April 1991.

"The Impact of Market Structure, Strategy, Technology and Firm Performance on Technology Decisions," Southern Management Association Annual Meeting, November, 1990.

"Making the Mission Real in Practice," delivered to middle management, South Central Bell Telephone, Nashville, TN, December, 1990.

"Critical Issues in the Management of Technology," presentation to the Hi-Tech Initiative, Nashville, TN, June 1989.

"The Use of the Computer in Case Courses," presentation to Faculty, Boston College School of Management, November, 1984.

"Determinants of Technology Strategy," presentation to Seminar on Technology and Strategy, M.I.T., October 1984.

Previous Research Projects

1990 Research project for Northern Telecom, Inc.
Study to determine critical success factors in new product development.
Developed module for use in training new product teams.

1989 Research project for the Boston Consulting Group
Study to determine the impact of response time and product variety on
demand for products and services.

1981-1982 Research Assistant, Sloan School of Management, M.I.T. and U.S. Dept.
of Transportation.
Conducted research on methodologies for industry analysis with a
particular emphasis on productivity, innovation, cost fixities, and industry
interdependence, with specific applications to the automobile industry.
Produced five working papers.

Awards and Honors

Most Inspirational Professor, Massey Graduate School of Business, Belmont University,
December, 1995

Best Paper, Technology and Innovation Management Division, Academy of Management, Annual Meeting, 1992.

Dean's Award for Outstanding Teaching, Owen School, Vanderbilt University, June, 1991.

Nomination for Best Paper, Southern Management Association, November 1990.

James A. Webb Jr. Award for Excellence in Teaching June, 1989. First recipient of this award for excellence in teaching, selected by the graduating full-time MBA students.

Owen EMBA, 1988. In first year of teaching Vanderbilt executives, selected by graduating Executive MBA class as the outstanding professor.

Community Service

Tennessee Jazz Festival, Board of Directors, 1999.

High Hopes, planning facilitation, 1999.

Nashville Entertainment Association, Vice President (1996-1999), Board of Directors (1990-1996), President (1995-6), Chairman (1996-7), Chair: Musical and Visual Arts Education Committee (1992-1995).

The Rape and Sexual Abuse Center, planning facilitation for Board of Directors, 1995, 1996.

City of Nashville Livability Study Task Force, 1995, 1996.

Young Leaders Council, developed and deliver ongoing training session on strategic planning, 1996, 1997.

Junior Achievement, Hall of Fame Selection Committee, 1996.

The Hermitage, planning facilitation for Board of Directors, 1996, 1997.

Nashville Health Care Council, member, 1996, 1997.

Hands On Nashville, planning facilitation for Board of Directors, 1994, 1995.

The Salvation Army, planning facilitation for Board of Directors, 1993.

Martha O'Bryan Center, planning facilitation for Board of Directors, 1991

Small Business Awards, Judge, sponsored by Nashville Business Journal, 1988, 1989.

Wildwood Swim and Tennis Club, Board of Directors, 1988.

Tennessee State Parks, planning facilitation, 1988.

Harpeth YMCA, Girls' Basketball coach, Brentwood, TN 1988.