

## **William C. Weiss**

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### **Executive Summary**

William C. Weiss is a renowned strategic thinker, board participant and experienced senior executive. He has been providing corporate leaders, boards, and high net worth investors with counsel and execution assistance, utilizing his ideas and methods, for more than 30 years. His work has been in diverse geographies including Asia, Europe, the Middle East and North America.

Some of the areas where Bill focuses include media, telecommunications, information, environmental and emerging technologies. His unique way of analyzing and accessing the business landscape offers a fresh strategic framework for understanding how *technology* and *change* can open new growth possibilities. Bill also brings substantial experience in applying those frameworks for action.

Mr. Weiss calls his approach “Design a Future<sup>®</sup>”, a methodology that identifies four key principles necessary to gain and maintain success. Among those clients Mr. Weiss works with are Discovery Communications, Ericsson, GE, IBM, Qualcomm, SAS Institute, Steelcase, Toshiba and others.

His involvement includes boards of directors, advisory roles, keynotes and executive leadership presentations.

### **Professional Experience**

#### **Founder, Chairman and CEO**

The Promar Group LLC  
Cary, NC

### **Current Board of Directors/Advisory Positions**

#### **Chairman, Board of Directors**

VOCEL  
San Diego, CA

#### **Advisor to the CEO and Board of Directors**

PicseI Technologies, Ltd.  
Glasgow, Scotland

#### **Co-Founder**

#### **Chairman, Board of Directors**

iFOCOS, The Institute for the Connected Society  
Reston, VA

#### **Member, Advisory Board**

eMotive Communications, Inc.  
Encino, CA

**Member, Strategic Advisory Board  
Commencement Speaker**

North Carolina State University  
Department of Computer Science, College of Engineering  
Raleigh, NC

**Prior Board/Advisory Positions and Keynote Presentations**

**Advisor to the CEO and Executive Team**

Discovery Communications, Inc.  
Silver Spring, MD

**Advisor to the Executive Team**

Ericsson, Inc.  
Stockholm, Sweden  
Research Triangle Park, NC

**Advisor to the Executive Team**

IBM Corporation  
Lotus Software Division  
Cambridge, MA

**Partner**

Quantum Capital  
Raleigh, NC

**Keynote Speaker**

European Venture Capital Association (EVCA)  
Barcelona, Spain

**Keynote Speaker**

General Electric  
Executive Education  
Crotonville, NY

**Senior Fellow**

**Chairman of the Executive Committee**

**Executive Advisor to the Director**

The Media Center at American Press Institute  
Reston, VA

**Education**

BS, Computer Science, North Carolina State University, 1976