



Dr. William Putsis is a Professor of Marketing, Economics and Business Strategy at the Kenan-Flagler Business School at the **University of North Carolina** at Chapel Hill and teaches on executive programs at the **Yale School of Management and Duke**<sup>CE</sup>. He is President and CEO of *Chestnut Hill Associates*, strategic consulting firm he founded in 1995. Additionally, Dr. Putsis co-founded *Brij*, a startup to help struggling small business, *The Platform for Strategic Growth*, a consulting firm that specializes in competitive strategy development and execution and *The Paradox Team*, which uses the metaphor of a submarine to help companies manage paradoxes that are inherent in leadership and strategy. He is also an External Advisory Board Member at *CEOWORLD Magazine*.

He has worked with companies throughout the world from Asia to India to Latin America, as well as the United States. His consulting client list includes PepsiCo, Underwriter's Laboratory, the Boeing Company, BASF, Knauf, Textron, magniX, Aviall, Lincoln Industries, SAS, Heinz, John Deere, Baker Hughes International, Owens Corning, Eastman Chemical, Globe Union, AgReliant Genetics, Atkore International, World Kitchen International, Ingersoll Rand, Morgan Stanley, Amcor, Barclays Bank, CITI Bank, and Founder Group (方正集团).

Specializing in the areas of Marketing, Economics, and Business Strategy, he has also published over 30 scholarly articles in various leading journals, including the *Journal of Marketing Research*, *Marketing Science*, *Journal of Business*, *Journal of Business Research*, *Managerial and Decision Economics*, *Marketing Letters*, *Applied Economics*, *Journal of Forecasting*, and the *Review of Industrial Organization*. His research has focused on the empirical application of game theoretic models of competition, competitive strategy, the marketing of private label products, new product diffusion and product line strategy.

He has also written two leading books on business strategy, ***Compete Smarter, Not Harder*** (John Wiley & Sons, 2014) and *The Carrot and the Stick: Leveraging Strategic Control for Growth* (University of Toronto Press, 2020). The process presented and developed in the books draw upon both cutting edge academic thinking and three decades of working with organizations of all sizes. It is a process that can be applied to organizations large or small, local or global.