

Bill Summers
The Summers Group

Bill Summers is founder and owner of The Summers Group, a consulting practice that helps corporate executives and small-business owners build and implement effective communication programs (www.summers-group.com). His clients include CEOs; chief communication officers; chief sales officers; chief marketing officers; business owners; and leaders in science and technology.

The Summers Group creates personal communication programs for senior executives; crafts executive speeches and coaches on delivery; counsels on how to communicate sensitive issues; provides communication planning services; and writes features, news, video scripts and the full range of corporate communication materials. Summers has earned awards for his creative and editorial work from the Society of Professional Journalists; the International Association of Business Communicators; and Financial World magazine.

Summers launched his firm in 2001 after nearly 20 years in corporate and agency settings. In his last corporate role he was vice president of public relations at Dun & Bradstreet. Before launching his career in communication, Summers pursued a career in professional soccer. As captain of Cornell University's nationally ranked team, he was named to the NCAA Senior Bowl and later played semi-professional soccer in New York.

Summers is the author of two books. One, *The Soccer Starter, Your Guide to Coaching Young Players*, was published by McFarland & Company in 2002. The book aims to help parents who are unfamiliar with soccer learn how to coach players up through age 12. His second book, *Hospitality Goes Global*, was published by the Cornell Hotel Society in 2007. This book celebrates the entrepreneurs who changed the way people travel, eat, work and play, transforming hospitality into the largest and most dynamic industry in the world.

Summers has a degree in Communication Arts from Cornell University. For his insights into the business of communication, see www.summers-group.com/blog.