

**WILLIAM H. CROOKSTON**  
2213 FOURTEENTH STREET  
SANTA MONICA, CALIFORNIA 90405-1605  
(310) 450-9440 [bcrookston@verizon.net](mailto:bcrookston@verizon.net)

## RESUME

### ACADEMIC DATA:

- B.A. Economics Major, IE Minor, Stanford University, 1957
- M.B.A. Marketing, University of Southern California, 1967
- M.S. Business Administration, University of Southern California, 1974
- Ph.D. Executive Management, Claremont University Graduate School, 1990

### TEACHING EXPERIENCE:

Professor of Clinical, Entrepreneurship  
Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business,  
University of Southern California,  
and Marketing Department, 1986 to present.  
Executive Education Courses: Medical Management, Middle Manager Development,  
Global Executive Master of Business Administration, Summer Program.  
Director of the Family Business Program at Marshall School of Business, 2003-04  
Undergraduate Coordinator, Greif Center, 2000-2007.

Visiting Prof., Al Akahawayn Univ., Ifrane, Morocco, 2001. Univ. of Vienna, Austria, 1999.  
Distinguished Visiting Professor, MBA Programme, Univ. of South Pacific, Suva, Fiji, 1998.

Lecturer, California State University, Northridge, Marketing Department: 1979 to 1988.  
Lectured full and part time in courses at CSU, Long Beach, UCLA Extension,  
UC, Riverside, California State Consortium and Pepperdine University.

### BUSINESS CAREER:

- 1985:- WHC Associates, Marketing/Management Consulting
- 1992-2000: TEC Resource (The Executive Committee)
- 1964-1985: Western Badge & Trophy Company, President and Owner
- 1978-1985: Seal-In-Plastic Company, President and Owner
- 1959-1964: Universal Match Corporation, District Sales Manager and Salesman
- 1957-1959: U. S. Army, First Lieutenant
- 1957: Procter & Gamble, Brand Management

WHC is a business consultancy that specializes in CEO Coaching, Small Business emergence and growth, Sales Training and Sales Management. Clients have varied from Steelcase Distributors (Tangram) experiencing merger opportunities to small, struggling manufacturers. Bill sits on several Advisory Boards and speaks frequently to Banks, Trade Groups and YPO meetings. He volunteers for a myriad of causes and trains ethnic and neighborhood businesses and their entrepreneur/founders.

#### PROFESSIONAL AFFILIATIONS and AWARDS:

Rotary Club of Santa Monica, Member 28 years, President 2002-03.

Chairman, Santa Monica Visitors & Convention Bureau, 2004-05.

President, Santa Monica Chamber of Commerce, 1996-97.

Judge, Ernst & Young Entrepreneur of the Year, 1999, 2000, 2001.

Software Council of Los Angeles Annual Awards, 2003

Hispanic Business Magazine, Entrepreneur of the Year, 2005-2009.

Sales & Marketing Executives Association, International, Member, 38 years.

Former President, SMEI Los Angeles Affiliate, 1978-79.

Evan C. Thompson Faculty Mentoring and Leadership Award, 2008

Golden Apple, Teaching Excellence Award, USC Undergraduates, 2004.

The National Conference for Community and Justice, Community Service Award, 2003.

Claremont Graduate School, Outstanding Community Service Award, 1993.

Appel Award for Excellence in Entrepreneurial Education, 1989.

Price-Babson College Fellow, 1988 and 1989.

Pi Sigma Epsilon, Life Member.

Certified Marketing Executive.

Santa Monica YMCA, past Director and Vice President.

Stanford University Alumni Association, Class Correspondent, since 1962

Santa Monica Junior Chamber of Commerce Former President, DSA Award, 1968.

City of Santa Monica, Personnel Board, Member, ten years, two years as Chairman.

Neighborhood Youth Association, past Board Member and President.

Santa Monica College Personnel Commission, Member three years, one year as Chair.

Santa Monica-Malibu Unified School District Personnel Comm., Member four years.

Treasurer, St. Matthews Episcopal Church, 1993-97.

#### PERSONAL:

Born: Los Angeles, Excellent Health.

Married to Kathleen, five grown children, seven grandchildren.

Enjoy reading, public speaking, bridge and opera.