

Bill Matassoni

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Executive Summary

Creative senior manager with a unique 35-year track record in marketing professional services and, more broadly, social marketing (where the purchase price is often a change in behavior or life style).

Career Summary

Glass House Group—2007 to present

New Canaan, Connecticut
Founder and CEO

The Boston Consulting Group, 2001 to 2007

New York City and Boston

Partner and global head of marketing. Redefined and rebuilt the marketing function while working closely with the managing partner, governance committees, and practice leaders. Revenues almost doubled while I was there (thanks in large part to a healthy economy).

Mitchell Madison Group, 1999 to 2001

New York City

Partner. Helped to take this fast growing management consultant public through its sale to USWeb/CKS. The firm was sold for approximately 2.5 times revenues. Became EVP of practice development after the acquisition.

McKinsey & Company, 1980 to 1999

New York City

Partner and Management Group Member. Created and led the marketing function for almost twenty years, including internal and external communications, press relations, the *McKinsey Quarterly*, alumni relations, knowledge management, competitive analysis, and web site. Four people from my staff were elected partners. With much help from our colleagues, we moved McKinsey's position from best in class into a league of its own.

United Way of America, 1977 to 1980

Alexandria, Virginia

Vice President of Marketing

Porter Novelli & Company, 1975 to 1977

Georgetown, D.C.

Consultant on Social Marketing

Education

- Harvard College 1968
- Harvard Business School 1975

Board Positions

- United Way Worldwide
- United Way of America
- Hudson Institute
- Ashoka (Senior Advisor)