



Bill DiRocco has provided business consulting services to organizations of all sizes through his company, Halcyon Enterprises, since 2004. Naming his company after the Greek word *halcyon*, which means "prosperity", is a deliberate display of Bill's commitment to help his clients succeed. Bill uses his extensive experience in business management, sales and marketing to help companies and organizations increase their revenue and improve the bottom line.

*Employment Experience  
and Credentials*

Gear for Sports: Vice President of Key and National Accounts, 2003-2004;  
Director of Marketing, 1992-1999;  
Western Sales Manager, 1988-1992

Jones & Mitchell: Vice President, Sales and Marketing, 2000-2003

Bachelor of Business Administration  
from Kent State University

Currently holds Health, Life and  
Casualty Insurance License

Member of ACA Business Network

Bill's professionalism and integrity guarantees that any clients or collaborators will receive a proven approach and set of skills that will improve productivity, introduce methods to increase customer and employee satisfaction, and unlock the keys to produce each individual team's best work. Other crucial areas in which Bill has assisted clients include marketing analysis of potential new customers and markets, product development, and brand image building.

Throughout Bill's professional experience working for corporations and as a consultant, he has achieved many accomplishments that are a testament to the effectiveness of his methods. Some of these achievements include introducing products to new markets, creating new delivery methods, adding new divisions, and fostering relationships with new clients. These efforts have increased revenue anywhere from \$300,000 to \$10 million over the course of 2-5 years.

From traveling to increase global business development at Gear for Sports to providing private clients the guidance they need to build their company name and develop new client relationships, Bill has the experience and expertise needed to make any company the best it can be. By introducing the most efficient marketing tactics, outlining target markets, and evaluating employee and company operations, each organization will get the individualized attention it needs to reach its goals and increase overall revenue.