

# A Bigger Voice

## Bill Silverman

Bill Silverman is an “aha-moment junkie” who loves creating the moment when new insights pop, possibilities become clear, and thrilling new pathways open up. He likes to look at situations from unusual and sometimes unorthodox perspectives that open up a wide range of possibilities.

In his twenty-five-year career as a strategic marketer, Bill has specialized in bringing new products to market, tackling difficult growth challenges, and positioning existing products for success. Bill began his marketing career as manager and then director of market research for Courtyard by Marriott. Bill left Marriott to establish the market research function in CIGNA’s Group Insurance division and later held positions as assistant vice president of group insurance strategy and vice president of marketing for CIGNA’s Disability Insurance business. Most recently, Bill worked for SEI Investments, where he held leadership positions in product and market development, product management, and market research. His accomplishments include:

- Directing all research to guide Courtyard by Marriott’s profitable growth from market introduction to 200 hotels, establishing Courtyard as the nation’s fastest-growing hotel chain.
- Leading the development and launch of a strategy to differentiate CIGNA’s \$600M disability business. Bill’s strategy resulted in a 35% sales increase and record customer retention.
- Leading product and market development initiatives in SEI Investment’s retirement business, which now accounts for over 40% of new business, contributing to record new sales.

Throughout his career, Bill has been known for his strategic thinking, creativity, problem-solving skills, and ability to facilitate groups to produce successful results. Bill excels at boiling down large amounts of information to the essentials and connecting the dots to make complex ideas graspable. He is also known for his ability to help others bring amorphous ideas into high definition and articulate them in a simple yet compelling way.

Bill graduated from the University of Colorado with a B.A. in Psychology and later attended Bowling Green State University, where he got his PhD in Industrial/Organizational Psychology. In addition to his marketing work, Bill is a life coach dedicated to helping his clients cultivate their own “aha” moments to help them grow and thrive. Bill also provides “aha” moments in the classroom, as an engaging business school adjunct faculty member at Philadelphia University. Bill is active on the boards of two Philadelphia nonprofits dedicated to helping disadvantaged children.

Bill lives in Southern New Jersey with his wife, three children, and their Wheaton Terrier, Abby. He is an avid runner and loves to make mischief.