



## WILLIAM HALL

Managing Director  
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Will is a results-driven executive with 20+ years of progressive leadership experience in Business Development, Sales/Marketing, and Consulting. Throughout his tenure, he has focused on growth initiatives followed by tactical execution in early to mid-stage manufacturing companies. Will's background includes managing categories with Big Box retailers, building international markets, launching new products and new brands as well as building sales processes and commercial teams. As a Managing Director at Fahrenheit, Will leads sales transformation and market strategy growth initiatives for leading clients. He comes to Fahrenheit with a broad range of expertise in B2B and B2C Strategy, Business Development, Go-to-market Strategy & Execution, and more.

Prior to joining Fahrenheit, Will held various executive positions at privately held PE-backed firms. Will holds an MBA degree from Virginia Commonwealth University and a BA from the University of Richmond.

### FUNCTION & SPECIALIZATION

- Go to market strategy & execution
- Channel management
- DTC
- Ecommerce
- Private equity operator
- Big box retail sales/marketing
- International business development
- Sales strategy, management, & business development

### REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- PE Backed Manufacturing Companies
- Lowe's
- The Home Depot
- Menards

### EDUCATION, LICENSES & CERTIFICATIONS

- MBA, Virginia Commonwealth University
- B.A., Psychology with Business Minor, University of Richmond
- Virginia Commonwealth University International Business Certificate Program, Guest Speaker
- State of Virginia Export Trade Missions, Appointed Attendee

### PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Virginia International Business Council, Past President
- Virginia Economic Development Partnership, Inaugural Valet Program Member