

WILLIAM L. MCGILL, PhD
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BACKGROUND

William McGill is a behavioral scientist with over 20 years of research experience covering most aspects of survey and market research. Monalco Marketing provides research and analytic support to both non-profit and for-profit enterprises. Dr. McGill's approach is based on (1) behavioral science, (2) careful articulation of your research goals and (3) the choice of best analytic methods from a wide range of qualitative and quantitative methods. Bill is well-networked and engages colleagues for project support.

Over the past 20 years, Bill has worked extensively with five primary entities

- Not-for-profit groups (particularly associations)
- Business district groups and gated communities
- Health organizations
- Consumer packaged goods companies
- Market researchers/firms

EDUCATION

University of Colorado-Denver
Program: Health and Behavioral Science
Doctor of Philosophy
1994-1998

Saint Louis University
Program: Personality and Social Psychology
Master of Science
Completed all course work for Ph.D.
1976-1982

University of Wisconsin-Milwaukee
Major: Psychology
Bachelor of Arts
1972-1976

SPSS Inc
Continuing Education
Advanced Statistics, Advanced Regression, Structural Equation Modeling
2008-2009

WORK EXPERIENCE

Monalco Marketing LLC (formerly MCOefficient LLC)

Independent Consultant, Owner

B2B and B2C

2003-present

Routinely conduct A-to-Z analyses including the following

- ANOVA and T-tests
- CHAID
- Chi-Square
- Cluster Analysis
- Conjoint/Discrete Choice
- Control charts
- Factor Analysis
- MARCOM
- Penalty Analysis
- Perceptual Mapping
- Psychometric survey analyses (reliability, validity, item analysis)
- Regression (multiple, binary logistic, multinomial, etc)
- ROC curves
- Structural equation modeling
- Survival
- TURF
- Z scores

Analytic products

- Brand Image and Continuity Assessments
- Consumer Purchase Insights
- Loyalty Assessments
- Market Segmentation
- Need and Satisfaction Assessments
- Product Development/Expansion

Earlier work experience largely in the healthcare industry

- Medical College of Wisconsin, Biostatistician/Data Manager, 2003-05
- Waukesha Elmbrook Healthcare, Data and Information Manager, 2001-03
- Rural Wisconsin Health Cooperative, Clinical Data Manager, 1998-2001
- Denver Public Health, Analyst Specialist, 1991-97

PARTIAL CLIENT LIST (2003-present)

For larger research firms on behalf of the following:

- CVS pharmacy
- Kraft
- Serta
- Wrigleys

For medium-small entities such as the following:

- The Alliance (Employer Network)
- Geneva National Community Group
- Milwaukee Downtown BID #21
- Stratton Publishing

For associations such as the following:

- American Public Works Association
- Credit Union Executives Society
- Museum Store Association
- National Funeral Directors Association

TEACHING EXPERIENCE

- Concordia University Graduate Program: Social Psychology, Survey Measurement, 2003-04
- Alverno College: Person in the Environment, 2002
- Numerous business training and educational sessions for co-workers and clients, 1998-present
- University of Wisconsin System: Introductory & Social Psychology, Human Adjustment, 1982-83
- Saint Louis University Metropolitan College: Introductory and Social Psychology, 1981
- Saint Louis University: Social Psychology, 1980

SPECIALTIES

- A Member Segmentation Program as presented at 2006 ASAE meeting
- Translational research (turning research into marketing tools/steps)
- Advanced incorporation of Text and Ethnographic information

TECHNICAL SKILLS

- High-end analytics
- Behavioral and systems modeling
- Software expertise including SPSS, Excel, PowerPoint
- Ethnographic research

MEMBERSHIPS

- American Marketing Association
- American Psychological Association
- Marketing Executives Management Group

PROFESSIONAL PAPERS AND PRESENTATIONS

Available upon request