



William G. Diehl - *President, CEO and Global Automotive Advisory Group Lead, BBK Southfield*

Bill Diehl has served as BBK's Chief Executive Officer since 2007. In this role, he has effectively implemented a global and diversified growth strategy, successfully establishing BBK as a leading business advisory firm offering synergistic service offerings designed to enhance the performance, profits and stability of its clients around the globe. Prior to this post, Bill served as Chief Operating Officer, where he played an instrumental role in building upon the firm's core competency in manufacturing, and strengthening its areas of expertise in Supply Risk and Supply Chain Management, as well as corporate advisory.

Bill's proven ability to forge productive relationships in business turnaround or revitalization situations resulting in maximal outcomes for OEMs, suppliers, investors, lenders and all constituencies elevated him to his current leadership position at BBK.

Background

- Automotive
- Manufacturing
- Utilities

Recent Speaking Engagements

- At the Commercial Finance Association's Spring Connections Conference, Bill presented "State of the Automotive Industry", giving an industry snapshot on North America OEMs and the supply base, and what this means for lenders.
- At the Alabama Germany Partnership Annual Dinner, Bill presented "Consolidation Trend in Manufacturing: Proactive Supply Risk", highlighting the importance of Supply Risk Management- especially in today's automotive environment.

Professional Experience

Over the past decade, Bill has helped hundreds of companies improve performance, enhance enterprise value and maximize returns, in addition to helping troubled companies develop winning strategies, negotiate settlements and implement effective action plans. He has represented many of the large automotive manufacturers and large Tier 1 suppliers around the globe with their Supply Risk Management efforts and has served these organizations during many of the large supplier distress cases that have plagued the auto industry. His experience has carried him to the non-automotive space, where he has assisted manufacturing companies to define and implement their turnaround strategy. Bill also has worked with many minority based companies to deal with the unique challenges facing this industry segment and is highly regarded as a reputable mentor.

Bill previously spent 15 years in chief operation officer and chief financial officer roles in the manufacturing sector, achieving significant results and expertise in acquisitions, mergers, divestitures, labor negotiations and turnarounds.

Education and Certifications

- Master of Business Administration, Central Michigan University
- Undergrad/Accounting, Wayne State University
- Certified Public Accountant
- Certified Turnaround Professional

Affiliations and Memberships

- American Institute of Certified Public Accountants
- Michigan Association of Certified Public Accountants
- Institute of Management Accountants
- Turnaround Management Association
- Arthritis Foundation
- University of Detroit Masters Steering Committee