William C. (Bill) Siegel, PE



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Mr. Siegel is a proven business leader, with a track record of driving profitable growth and expansion. His past experience includes serving as CEO and Chairman of the Board of an approx. $400M revenue science and engineering consulting firm where he developed and executed a successful strategy to diversify and expand globally.

Mr. Siegel recently founded WS Group International LLC (and William Siegel Consultants to provide technical services where an LLC is not allowed) to serve the A/E/C and related industries with specialty consulting in areas such as Mergers and Acquisitions, operational reviews, Board service, and executive consultation. Mr. Siegel is also a founder of Colergo (www.colergo.com), an industry changing B2B internet startup helping peer firms share resources and maximize profit.

Within the A/E/C industry Mr. Siegel is a recognized leader, regularly presenting at gatherings and conferences, and having been selected by his peers for industry leadership roles. Further, he is an accomplished engineer with numerous published papers and presentations. He is well known for his exceptional skills with regard to strategy, mergers and acquisitions (having successfully completed 20 acquisitions in his career), and client relations and project management. Finally, Mr. Siegel is an experienced Board member and serves on multiple for-profit Boards, and is actively involved with several non-profit organizations and his professional and personal communities overall.

# WORK HISTORY

2015-present **WS Group International LLC. / William Siegel Consultants**

Chief Executive Officer

WS Group International LLC was founded to provide specialty management and technical services to the A/E/C industry. William Siegel Consultants was established as a sole proprietorship to provide technical consulting where LLCs are disqualified by law to operate. Between the two companies services provided by Mr. Siegel include:

* Merger and acquisition consultation
* Business and peer reviews
* Operational and market assessments
* Strategic planning facilitation
* Executive/Board consultation and service

2015-present **Co-Founder,** **Colergo (www.colergo.com).** Colergo is a B to B internet start-up, specializing in helping peer firms resource share to improve profits, have more stable staffing levels, and give employees greater opportunities for career growth and development.

2009 - 2015 **The Kleinfelder Group, Inc.**

 Chairman and CEO

* Overall leadership of US based science and engineering consulting firm with nearly $400M in revenue, ranking in the top 40 of US A/E firms and the top 100 of all design firms globally. Responsible for all marketing, strategy and line operations, and served as the representative of the firm in all aspects.
* Led strategic diversification and global expansion efforts including new offices in Canada and Australia/pacific, and expanding from three basic service lines to six major lines and several growing groups in an innovative “growth incubator”.
* Delivered growth and profit in challenging industry conditions.
* Expanded employee programs and communications in ESOP ownership environment. Managed ESOP related operations including annual valuation process.
* Implemented numerous critical changes including switching of enterprise accounting systems, implementing a new marketing and client insight process, and establishing Strategic Direction and growth and development programs.
* Led Board of Directors, including expanding the role of independent Board members and modernizing of schedule, agenda, and communications.

1985-2015 **The Kleinfelder Group, Inc**.

 Nearly 30 years with varying responsibilities

* Developed and executed merger and acquisition strategy as Chief Strategy Officer and ultimately CEO. Responsible for over 20 M&A actions including post acquisition integration. Development of both acquisition models and integration protocols were developed.
* Line operations supervision at local, regional and national level. On multiple occasions took over failing operations and turned into profitable business units in short periods of time.
* Managed various corporate business units from Human Resources to Marketing and Communications to Corporate Services.
* Technical leader, specializing in environmental, geotechnical and materials engineering.
* Client and Project Management, including some of the larger clients in the firm’s history. Known for loyal clients and an ability to land major projects. A track record of successfully managing to scope and budget while accomplishing client goals.

# EDUCATION

2008 **Northwestern University, Kellogg School of Management**

 Certificate in Advanced Executive Management

* Executive MBA type program requiring full-time participation over a 30+ day program
* Coursework covered advance work in strategy, financial analysis, leadership, decision making, and communications.
* Elected Class president, represented class at graduation

1984-1986 **University of Nevada, Reno**

 Master of Science in Civil Engineering

* Specialized in geotechnical and materials engineering
* Thesis investigated polymer modified asphalt cement and asphaltic concrete.

1979-1984 **University of Nevada, Reno**

 Bachelor of Science in Civil Engineering

* Named Outstanding Engineering Student at the university senior year
* Elected and served as Student Body President (ASUN)
* Member, served as President of Phi Delta Theta Fraternity
* Selected to Tau Beta Pi

Additional education includes technical coursework at doctoral level, short courses in topics varying from geotextiles to pipelines, and study at the University of Chicago Executive Education program on finance for executives.

# Additional Qualifications and Expereinces

ACEC/DPC Member of the American Council of Engineering Companies (ACEC) and was elected by peers to lead the Design Professionals Coalition (DPC). DPC is an ACEC coalition representing the largest and leading firms in the consulting engineering industry. Duties included leading the development of annual strategic plan, chairing meetings, public representation of the group, and interaction with local and national elected official on issues of interest to DPC

CIRT Member and elected to the Board of Directors by peers of the Construction Industry Roundtable (CIRT). CIRT represents the largest engineering and construction firms in North American.

Community Member and served various leadership roles in community organizations including the San Diego Regional Chamber of Commerce, the Greater Denver Chamber of Commerce, and the San Diego Downtown Partnership.

Charitable Regular involvement in charitable activities, most significantly with the Seany Foundation, dedicated to helping children and families dealing with pediatric cancer. Served as Board member and Chair for five years, leading to a four-fold increase in foundation resources and a dramatic increase in programs including taking over all San Diego camps from the American Cancer Society.

Papers/presentations A popular and regular speaker for industry and media events. Was keynote speaker at ACEC annual convention, Matheson M&A conference, and AE advisors forum. Multiple presentations in Asia/Pacific regarding global business practices, specifically in the AE industry. Regular contributor to Engineering News Record opinion page and Informed Infrastructure. Author of a number of technical papers throughout career, most recently a paper on pier capacity for the Deep Foundation Institute’s annual meeting.

# PERSONAL INFORMATION

Citizenship: US

Marital status: married, 2 sons

Willing to travel/relocate as necessary

Other interests: Golf, snowboarding, fishing, reading, gardening, home improvement.