

# **Bill Semos**

**Interim Director, MBA Program, College of Business Administration at Loyola Marymount University**  
Los Angeles, CA, US

Director, Bonn Program

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## **Biography**

Bill Semos joined the part-time faculty of LMU's Department of Marketing in 1993, while still working as a senior airline executive. Following a 35-year career in the airline industry, he joined the College of Business Administration full-time. Bill serves as interim director of the MBA Program, teaches marketing and is director of the MBA Bonn Program, which is focused on the European Union and draws on his years of experience doing business in Europe.

Bill spent his airline career with United Airlines, Western Airlines and the Lufthansa Group taking time away from the industry to serve in Washington as counsel to the US Senate Aviation Subcommittee during the airline deregulation period. Prior to joining LMU, he taught at Pepperdine University and the University of Washington, where he was executive-in-residence at The Center of Retail, Transportation and Distribution Management for a semester.

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## **Industry Expertise**

Airlines/Aviation

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## **Areas of Expertise**

Aviation Industry, Marketing, European Business Marketing

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## **Education**

**University of Chicago**  
MBA Marketing

**Dartmouth College**  
A.B. Economics

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