

# **Kevin Williams**

**Senior Lecturer, Department of Marketing at The University of Texas at Austin, McCombs School of Business**

Austin, TX, US

Marketing innovation, value creation, high-tech marketing, venture funding, and entrepreneurship

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## **Biography**

J. Kevin Williams is an educator, company founder, fund manager and strategic consultant focusing on marketing and business growth issues. He researches in the areas of entrepreneurship, innovation, and value creation.

Williams is a senior lecturer in the department of marketing at the McCombs School of Business, The University of Texas at Austin, where he develops and teaches undergraduate, graduate and executive education courses, including Innovations in "Business Marketing: The Creation of Value," and "High Tech Marketing."

He has also taught at the McCoy College of Business Administration, Texas State University in San Marcos.

Williams was a venture partner with ARCH Venture Partners from 1999 to 2005 where he was involved in seed and early-stage technology investing. Previously, he was the COO of Sandefer Capital Partners, a private equity fund. In both positions he took an active role in deal evaluation, due diligence, negotiation of terms, and the management of portfolio companies.

Williams was founder and CEO of Zeoponics, Inc., a NASA biotechnology spin-off, and he spent 14 years in various marketing and business development positions with Rockwell International and Texas Instruments. In his current position he has developed and taught custom education courses for various companies including Rackspace and BMC Software.

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## **Industry Expertise**

Business Services, VC and Private Equity, Corporate Training, Capital Markets, Management Consulting, Advertising/Marketing, Professional Training and Coaching

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## **Areas of Expertise**

Entrepreneurship, Marketing Strategy, Value Creation, International Marketing, Venture Capital & Private Equity, Technology Marketing, High Tech Startups, Early Stage Investing, Business Development, Technology Management, Accounting and Finance

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## **Affiliations**

Entrepreneurship Faculty Development Group

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## **Event Appearances**

**Numerous Speaking, Coaching and Mentoring Activities**  
Entrepreneur Society, Venture Fellows, Business Foundations, and VCIC

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## **Education**

**University of Texas at Austin**  
M.B.A. Technology Management and Entrepreneurship

**University of North Texas**  
B.B.A. Information Systems and Accounting

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## **Accomplishments**

**Texas MBA at DFW and Texas MBA at Houston Faculty Honor Rolls**  
DFW: Class of 2008, 2012, and 2013. Houston: Class of 2012 and 2014.

**Texas Executive MBA Program Outstanding Professor**  
Class of 2009, 2010, and 2013.

**Texas Executive MBA Program Faculty Honor Roll**  
Class of 2005 to 2013.

**Full-Time MBA Program Faculty Honor Roll**  
Class of 2006, 2007, 2008, and 2009.

**MBA Elective Program Outstanding Professor**  
Class of 2007.

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## **Testimonials**

### **David Wenger**

Kevin Williams is a seasoned marketing and business management professional with an awarded talent for teaching and communication. He has strong ties to Austin's high-tech startup, venture funding, and entrepreneurship community, which adds value and perspective to his classroom teaching and consulting engagements.

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