

Bill Motley

**Divisional Vice President
Corporate Accounts & Business Development Corporate Division
Abbott Park IL 60064 /Dept 3GRA**

Multicultural Marketing Summit: Into the Core

Friday, June 26, 2009

9:30-10:00 AM: Innovation and Market Development Strategies



Bill joined Abbott in July 1977 from a hospital administration assignment and has held various commercial, marketing, and senior executive positions. Bill was named Divisional Vice President for Corporate Accounts for Abbott Health Systems in January 2003.

In 1993, Motley was elected Vice President and Sector Manager, Therapeutic Drug Monitoring, Abused Drugs, and Chemistry Group in diagnostics. In 1995, he was named Vice President Infectious Disease & Transfusion Diagnostics, leading a broad scale product development focus and managing introduction worldwide of Abbott's new Prism blood bank system used effectively for diagnostic screening. In January 1999, Motley was appointed Vice President

Diagnostic Venture Groups and Business Development, responsible for targeted acquisitions, new venture strategies, and opportunity sorting for technologies. Earlier experiences included Regional Sales Management, South Central U.S., General Manager, Abbott Diagnostics Canada, & Business Unit Manager, Physician Office Diagnostics. Prior to returning to the US in December 2002, he served as Regional Director, Abbott AustralAsia based in Sydney.

January 2007, Bill was named Divisional Vice President for Corporate Accounts & Business Development heading the commercialization of Metabolic Health In the Workplace and cross-divisional multicultural segmentation programs. Bill will continue to strengthen relationships with key leaders in business and government and coordinate commercial or strategic programs for Abbott's most significant customers.

Board memberships and key affiliations have included Federation of American Hospital Marketing Advisory Committee, American College of Healthcare Executives, Medical Industry Association of Australia, National Blood Data Resource Center, National Blood Foundation, and Chicago Crime Commission.

Bill has a Masters Degree in Business Management and Employee Relations from Central Michigan University and a bachelor's degree in Business Administration from The Citadel. He is a former pilot and Medical Services Officer in the United States Air Force.

Motley is from Charleston, SC and currently resides in the Chicago North Shore area.
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