



# Bill Eckstrom

*Founder and President*



**Bill Eckstrom** is a business owner, executive, entrepreneur, outdoorsman, Husker fan, cyclist, student, husband and father. His primary passion can be stated in one word: **Growth**. More Specifically, how coaches and leaders impact the growth and performance of individuals and teams.

This passion ignited Bill to launch the EcSell Institute, a research based organization that works with leaders throughout the world to help them better understand, elevate and measure coaching's impact on performance. EcSell's science and programming on the role of the coach has been changing the behaviors, activities and performance of everything from athletic teams to businesses around the world.

Bill began his management career in 2000 with a medical equipment company and rapidly climbed the ranks to U.S. Director of Sales in 2003. In late 2004, Bill was lured away to become Sr. VP of Business Development for a publicly traded healthcare organization. By 2008 the organization's stock price had doubled and new sales revenue had grown 280%. Later that same year he founded the EcSell Institute.

Bill is a renowned keynote speaker, has been featured on the cover of industry magazines, in newspapers, and is a popular guest in a variety of podcasts and radio shows. He is also the author of countless research articles, e-books, and white papers.

In January 2017, he was invited to the TEDx stage and his wildly popular Talk "Why Comfort Will Ruin Your Life" has since gone viral as the fastest growing TEDx Talk in the history of the event, accumulating almost 100,000 views in the first week and now reaches over 1.5 million views today.

Growth is also woven into the fabric of Bill's philanthropic life, evidenced by his involvement in therapy dog work. He and his Labrador, Aspen, are now working with the elderly, hospital patients and anywhere the presence of Aspen's wagging tail and soft soul brings a smile. Bill resides in Lincoln, NE with his amazing wife Kerstin. Together they have three beautiful children: Will Jr., Claire and Maddie.

