

William Luse

Bill, as Client Unit Director, Industrial Sector, is responsible for key Tier 1 automotive suppliers and industrial accounts in Southeast Michigan and Northern Ohio. He is responsible for sales and support of the full range of IBM's information technology products, services, consulting offerings and business solutions for this customer set. He also serves as the IBM Senior State Executive and Senior Location Executive for IBM in metropolitan Detroit.

After joining IBM in 1976 in Detroit, Bill progressed through a broad range of positions in sales and marketing in the United States. Previously he was Vice President of PC Sales for the Central United States, beginning in 2000. From 1988 to 2000 he held a number of positions in IBM including: Director of Integrated Marketing Communications - Americas; Vice President Software Sales - Great Lakes Region; Consultant, Information Integration Technology; and New Business Sales Manager – Kentucky and Ohio. Bill assumed his current position in May 2004.

Bill is active in the community as a member of numerous boards and organizations including: Detroit Regional Chamber of Commerce Board of Advisors; United Way Community Services Campaign Cabinet; Farmington/Farmington Hills Community Foundation; Galileo Project Board; Alpha Phi Alpha Fraternity Inc.; and the 100 Black Men of Greater Detroit.

Bill graduated from Michigan State University with a BA in Marketing.

Bill resides in Farmington Hills with his wife and he has three daughters.

[Click here to read Bill's article on Crain's Detroit Business website.](#)