



**Bill Yetman**  
**Chief Creative Officer**  
**BY Design Training**

Bill Yetman is a pro at bouncing.

He learned early you can't prevent failure, but there is a talent to sticking the landing and springing forward. Here is his bio...

Bill was one of many child restaurant workers, illegally not paying taxes as a 14-yr. old back of house busser in San Antonio. He went legit at 16, moved to the front of the house, and has been paying taxes ever since. This is how a hospitality journey often begins.

After majoring in geophysics with a concentration in groundwater hydrology, Bill started with Hilton Hotels where the company made annual decisions between termination and promotion, culminating with his appointment in the early 90's to the National Sales Office in Washington DC. A few years later, Bill cheated on Hilton Hotels and left them for a sexy start-up called Starwood Hotels and Resorts, where the DC Global Sales Office managed every moment of his day.

In 2003, Starwood, recognizing an incredible gift of bench-building, offered Bill the Director, Global Sales Training and Development gig. For nearly 10-years, he traveled the globe staying in rooms he couldn't afford, drinking wine he did not appreciate, and yes - training people. Lots of people. 28,000 to be somewhat exact. He had set a goal of not training more than 30,000 sellers, so he gave Starwood a 13-month notice, which they claimed on the day of his departure - was not enough notice.

Since then, he has built a thriving boutique learning and development firm where he now realizes how good he had it. In his mid-50's, he is looking forward to retiring in 2040.