



About William Gulley

William is the Managing Director of **Perpetual Development**, a coaching and organizational development firm that helps leaders and teams turn data, meetings, and ideas into measurable action.

He draws on more than 25 years of executive and strategic leadership experience across engineering, finance, and operations, including roles at Navistar, Ford Motor Company, Brightpoint (now Ingram Micro), and several high-growth startups. Before founding Perpetual Development, William served as Executive Director of Butler University's Executive Education program, where he helped design award-winning leadership development and corporate learning initiatives recognized by multiple **Brandon Hall Awards** for strategy and skill development.

A frequent keynote speaker and facilitator, William has presented internationally on topics such as **Dominant Logic, Senior Executive Leadership, Nothing Moves Without Friction, Data is the Actions of People** and **Human-Centered Strategic Change**. His workshops and coaching programs help leaders in **healthcare, higher education, construction and the legal profession** translate insight into sustained performance improvement.

William holds an **MBA in Finance** from Michigan State University, a **B.S. in Mechanical Engineering** from Purdue University, and an **Executive Leadership Certificate** from the University of Michigan's Ross School of Business.

"My work is about helping leaders move from dashboards to decisions, from talking about change to actually creating it."