

www.northhighland.com



Bill Caswell

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North Highland is a global consulting firm with a twist. We bring big ideas and challenge the norm. We deliver value and return on investment in a way that our competitors do not utilizing our seamlessly integrated offerings and our satisfaction guarantee. North Highland's Hospitality Practice adds value and supports our clients across the full spectrum of consulting, utilizing industry talent who come from timeshare, hotel and restaurant disciplines. North Highland is an employee-owned firm, headquartered in Atlanta, GA, with more than 3,000 consultants worldwide and 70+ offices around the globe.

We are known for helping clients solve their most complex challenges related to customer experience, transformation, performance improvement, technology and digital. At the intersection of these areas is where true value exists and where North Highland's strengths reside:

- Strategy & Advisory
- People & Change
- Marketing & Sales Operations
- Data & Analytics
- Process & Business Analysis
- Program & Project Management
- Professional Staffing

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Bill Caswell is a Principal with the North Highland Company and is the firm's Hospitality Practice leader. During a career spanning more than 30 years, Bill has served a multitude of clients across the industry including the leading vacation ownership companies, global hospitality corporations, global restaurant & retail enterprises and international cruise corporations. Bill and our Hospitality teams are working with our clients on some of the industry's most important topics including customer engagement & acquisition, global sales and marketing, loyalty, franchise services, technology development and integration.

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