



William Carlson Jr.

President
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Bill Carlson is president of Tucker/Hall. In addition to his responsibilities in firm management, he helps clients in the areas of marketing, brand management, community relations, and public affairs. He joined Tucker/Hall in 1994. He has advised numerous government agencies and non-profits including cities and government entities in the United States, Asia and Latin America. He has also been a consultant to European and Latin American conglomerates, fast growing technology companies and Fortune 500 corporations.

Bill holds a Bachelor's Degree in Marketing from the University of Tampa and a Master's Degree in Public Administration from Harvard University's John F. Kennedy School of Government. He also conducted MBA studies at the National University of Singapore as a Rotary International Scholar, studied Spanish in Argentina, and completed the Harvard Law School Negotiations Program.

Bill is very active in the community and has served in a number of leadership positions at the Hillsborough Education Foundation, Leadership Tampa Bay, the Tampa Chamber, the Florida Chamber, and Rotary International. He is also a graduate of Leadership Florida Class XXIII, serves on the board of the Florida Humanities Council, and is international president of PROI, the world's largest network of PR firms.