

# **WILLIAM BRO**

Chief Executive Officer - Kidney Cancer Association

iltel@hotmail.com

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## Summary

"What lies behind us and what lies before us are tiny matters compared to what lies within us." -  
Ralph Waldo Emerson (1803 - 1882)

"Bill" to his friends, William Bro is president of the High Point Group, Incorporated, a company that provides consulting services to charities and provides telecommunications services to business and residential customers. The company has special expertise in broadcast engineering, including AM/FM aerial transmitter site surveys, and providing air traffic reporting to radio stations.

Mr. Bro is a university honors graduate with a B.S. in Business Management and he holds a Certificate in Nonprofit Management from Kellogg School of Management, Northwestern University.

He is member of the Experimental Aircraft Association, Cherokee Pilots Association, Association Forum of Chicagoland, and has served in a number of volunteer positions, including as a member of the National Cancer Institute Director's Consumer Liaison Group (DCLG), Cancer Leadership Council, Cancer Biomarkers Consortium, The Cancer Genome Atlas, National Coalition for Cancer Research, and he is a director of Friends of Cancer Research, Washington, D.C. He is also co-author of various journal articles and op-ed newspaper articles related to coping with cancer.

Bill is a past chairman of the Kidney Cancer Association, a voluntary health organization, succeeding its late founder, Eugene P. Schonfeld, Ph.D., in 1997, and has served as a consultant and its CEO since 2002, when he volunteered to fill a leadership void.

He is a 20-year kidney cancer survivor, and is an instrument-rated commercial pilot. He resides in Winnetka, Illinois, with Johanna, his spouse of 23 years. They have two children who attend an Illinois (USA) university.

## Specialties

Strategic planning, budgeting, website design and management, personnel hiring and management.

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## Experience

### **CEO at Kidney Cancer Association**

September 2002 - Present (7 years 2 months)

President and CEO of Illinois-based global cancer charity.

*1 recommendation available upon request*

**President at The High Point Group, Inc.**

December 1994 - Present (14 years 11 months)

Consultant to the broadcast media.

**President at Peoria Satellite Radio Corporation**

October 1981 - December 1994 (13 years 3 months)

Owner of Midwest radio and television interests.

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## Education

**Midwestern University**

Nonprofit Executive Scholar, Certificate in nonprofit management, 2003 - 2006

**Mr. Bro is a university**

B.S; holds a Certificate, Business Management and; NonprofitManagement

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## Honors and Awards

Phi Theta Kappa, Who's Who in America, Peoria Heights Chamber of Commerce, National Cancer Institute Director's Consumer Liaison Group (DCLG)

## Interests

organizational development, strategic planning, corporate financial reporting, nonprofit governance, aerial photography, computer programming, digital photography, summer stock theater, professional networking, usability research, marathon sleeping, international travel, gourmet cooking, skiing, architectural history, reading novels, playing piano (one tune, badly)

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## 1 person has recommended WILLIAM

"Bill shows great committment to the goals of his organization and has been a pleasure to work with."

— **Jennifer Raviv**, *Senior Director, Global Alliance Development, PhRMA*, was with another company when working with WILLIAM at Kidney Cancer Association

[Contact WILLIAM on LinkedIn](#)