Access to Experts

Bill Becker , Director, Brand Center of Excellence , Deere & Co.

William J. (Bill) Becker is Director, Brand Center of Excellence, Deere & Company. In his role, he directs the global brand management efforts for John Deere. This includes the protection and promotion of the John Deere portfolio of brands. It is a position that enables brand growth and consistency through strategic and tactical implementation, working collaboratively across the enterprise.

Becker joined John Deere over 30 years ago, and has spent his career working in the marketing communications and brand management arenas. He has managed the business-to- business and business-to-consumer activities for image and retail campaigns. This includes strategic planning; advertising and media planning; procurement and ad production; intellectual property protection; brand research; data base marketing; and sponsorship marketing, including sports marketing venues such as John Deere Classic, NASCAR, and World Equestrian Games.

Becker is a member of the Quad Cities First board of directors. He is a 1973 graduate of theUniversityofIllinois,CollegeofCommunications.

John Deere (Deere & Company — NYSE: DE) is a world leader in providing advanced products and services for agriculture, forestry, construction, lawn and turf care, landscaping and irrigation. John Deere also provides financial services worldwide and manufactures and markets engines used in heavy equipment. Since it was founded in 1837, the company has extended its heritage of integrity, quality, commitment and innovation around the globe.

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