

Avalon Solutions LLC

*Enhancing reliability, satisfaction, and success
Creating preventive organizational cultures
Consulting, coaching, & training that makes a difference*

About Avalon Solutions and Its Founder

Helping organizations and their people be successful since 2004.

William D. S. Smitley, Ph.D.
Founder and President



William Smitley has over 25 years of experience in quality, customer-service, process, and organizational-performance improvement. Bill has worked with senior executives, managers, sales personnel, professional staff members, and hourly employees to improve productivity and efficiency. He has developed and delivered adult training in a wide range of skill areas including sales, sales coaching, quality management, statistics, supervision, change management, communications, customer service, train-the-trainer, and presentation techniques.

Dr. Smitley has delivered training to executives and managers in six continents. He has worked, lectured, and co-taught with authors Philip B. Crosby, W. Edwards Deming, and Robert D. Gilbreath. As an executive at Philip Crosby Associates – the world’s largest consulting practice devoted to quality management and improvement – Bill served as the Dean of “The Quality College.” He directed the development and delivery of its quality management courses. He also managed a rigorous mentoring program that assembled executives from around the world to enhance their abilities to communicate, consult, teach, and live the concepts of continuous improvement. Over 50 executives attended from Johnson & Johnson, Chrysler, Trustee Savings Bank of UK, Bell Atlantic, Japanese Management Association, General Motors, SPOORNET of South Africa, and Voluntary Hospitals of Pennsylvania.

Dr. Smitley’s expertise includes the design, development, and delivery of surveys and assessments to determine organizational strengths, weaknesses, and improvements in relation to strategic/operational plans. Working with the Gallup Organization Bill co-developed surveys and research to assist the design and marketing of training products. His recommendations for performance and organizational improvements in culture, values, quality management, training, and work processes have been delivered to executives and implemented with tangible savings.

Bill has presented, taught, and published articles nationally and internationally on education, applied statistics, and quality. He has been a frequent guest speaker in the Executive MBA Program at Rollins College Crummer Graduate School of Business. Dr. Smitley holds a bachelor’s degree in psychology and a master’s degree in educational psychology. His doctorate is in educational and psychological measurement and evaluation from the University of South Florida.

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