

Bill Malloy is a native Kansan, born in Oakley and raised in Colby until moving to Oklahoma where he graduated from Clinton High School. With scholarship assistance and jobs in media and advertising, he paid his way through college earning a bachelor of arts in communications from Washburn University in 1974. He is also a graduate of Kellogg Management Institute at Northwestern University Kellogg School of Management.

After graduating from Washburn, Malloy continued working for the Oklahoma City advertising agency where he began as a copywriter while attending Washburn. It was a college job that launched an 11-year career working in senior leadership and partner roles in advertising agencies and media companies.

In 1985, he began working with Craig McCaw, the cellular pioneer and founder of McCaw Cellular Communications - a start-up at the dawn of the cellular industry. Malloy then joined McCaw Cellular in 1988. During the next six years as vice president and general manager of the southwest region and head of national marketing, he launched Cellular One as the first nationwide wireless brand, was responsible for managing markets throughout the southwest and leading the integration of acquisitions as the company grew to become the nation's largest independent wireless operator.

After McCaw Cellular merged with AT&T in 1994 to create AT&T Wireless Services, Malloy became president of the central U.S. region responsible for building and launching AT&T's new digital networks and market operations.

In 1997, he became executive vice president of U.S. operations for AT&T Wireless and was the architect of AT&T Digital One Rate - the first nationwide mobile calling plan to unite analog and digital networks while eliminating long distance and roaming charges - ranked by the Cellular Telephone Industry Association as one of the industry's Top 10 Historic Moments.

In 1999, Malloy became CEO of NASDAQ listed Peapod, the first online grocer. He then became CEO of WorldStream, a pioneer in developing software for online streaming. In 2002, he joined Seattle-based venture capital firm, Ignition Partners, as a venture partner on their telecom team investing in early stage technology companies and also serving as CEO and later chairman of their portfolio company, Sparkplug Communications. He retired in 2009.

In 2011, Malloy was recruited out of retirement to join Sprint / Nextel as chief marketing officer with the added responsibility for the Boost and Virgin Mobile businesses. The company executed a turnaround that ranked Sprint No. 1 among S&P 500 companies for total shareholder return in 2012 and 2013 and culminated in the sale of Sprint to SoftBank. He retired from Sprint in 2014.

In retirement, Malloy continues to invest and advise early stage technology companies. He established the DoGood Scholarship in the Washburn Mass Media Department and has continued his involvement with Washburn, including visiting campus to speak to classes and judging the Washburn School of Business Elevator Pitch Competition.