Bill Anderson

The H-E-B Story: Standing in the Gap with a Heart for People, Head for Business, and Passion for Results

Some organizations, and the communities they serve, are particularly vulnerable to natural disasters, such as hurricanes. But not all organizations proactively plan for, and embrace, the powerful roles they can play in these situations. This talk focuses on how H-E-B Grocery Company has fully committed to “standing in the gap” for its people, customers, and communities during natural disasters, and how this choice is a key part of its company values, culture, and business strategy. They will also discuss the role external consultants can play in developing the leaders and culture of a values-driven company.

Bio: Bill Anderson has served as H-E-B’s Vice President of San Antonio Food Drug Retail Division since June 2017. In his role, he oversees four regions that span from West Texas to the Texas border and encompass 220 stores with more than 55,000 Partners.

Bill joined H-E-B in 1991 in Waco. Bill has held several positions with H-E-B in store operations, Advertising, and General Merchandise. Having played a key role in the development of the H-E-B plus! concept, in 2006, Bill became Vice President of General Merchandise procurement, later adding Drugstore, Beauty and Floral to his responsibilities.

Bill is an innovative, compassionate leader with a sense of humor known to lighten any mood. While head of General Merchandise, Bill thrived at using his fun sensibility paired with his passion for fashion as he led a team to develop Mia’s Mirror by H-E-B, the first fashion jewelry and accessories boutique for the company.

A San Antonio native, Bill attended Madison High School in the Alamo City and graduated from Baylor University in 1991, where he earned his BBA in Marketing. Bill attended the Advanced Management Program at Harvard Business School and was granted Alumni status in 2008.

Bill currently serves on the Board of Trustees for the Witte Museum in San Antonio, Texas and regularly engages in charity and service work with his church. During his tenure, Bill has served on Boards of several retail-industry organizations, including the Global Market Development Center and the National Association of Chain Drug Stores.

Bill and his wife, Tara have been married 22 years and have three children: Preston, Courtney and Paige. Bill is an avid traveler, adventurous foodie, theatre arts buff and retail fanatic. Along with his love of golf and the mountains, Bill has a keen interest in fashion and adheres to the philosophy, “Be yourself.”