



With over 35 years in the industry—including a high-profile run as CMO of Ashley Furniture Industries—Bill has helped manufacturers, brands, and retailers dramatically scale growth through smart, integrated B2B/B2C strategies. His firm specializes in:

Strategic brand positioning and turnarounds

High-impact national promotions (some of the largest ever executed in the furniture space)

Full-funnel marketing that connects traditional, digital, social, and web channels

Mattress-specific marketing that drives consumer journey conversion

Data-driven creative and media planning that actually moves the needle on sales

Clients and industry peers have publicly called him a “serial disrupter,” “top marketing guru,” and one of the best furniture consultants in North America for his no-BS, high-velocity approach that cuts through the noise in a brutally competitive \$92+ billion industry.

You can reach him directly at:

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He also runs one of the largest free marketing resource platforms for retailers at social4retail.com.

If you’re a furniture manufacturer, mattress brand, or retailer looking to fix broken growth, launch a killer campaign, or dominate your market, Bill Napier and Napier Marketing Group are the real deal. Highly recommended based on his track record.