



William Cook

November 19, 1942 - May 15, 2023

William A. Cook 1942-2023 Bill Cook passed away peacefully in his sleep on May 15th at his home on Longboat Key from complications of Lewy Body and Vascular Dementias. He was a 6th generation Florida native from the Blackburn, Roberts and Knight pioneer families. He was born in Tampa and graduated from Sarasota High School. He earned a PhD in psychology from the University of Florida and a post doctorate from Stanford University. He was a psychology professor at the University of Louisville, worked at DuPont in Wilmington DE then moved to New York where he worked at General Foods, Simmons Market Research Bureau and Equifax NDS. He also began his own company e-Strategic Advantage while editing the Journal of Advertising Research for 20 twenty years. He finished his career at the ARF as Executive Vice President. After 30 years in NY, he retired and returned to Florida in 2011. Bill was a Volunteer Emeritus at Mote Marine Laboratory and a 10-year Turtle Patroller. He is survived by his wife of almost 60 years, Lynn, their four sons (Monty, Damon, Darius and Jonathan), one daughter

(Tiffani) and six grandchildren.

Tribute Wall



“ *William Cook*

October 09, 2023 at 02:01 AM