Dr. Hold is co-founder and president of The National Alliance for Insurance Education & Research, a national insurance and risk management education organization. In 1969, the Certified Insurance Counselors designation program was developed as the initial offering of The National Alliance. Today, with Dr. Hold's leadership, The National Alliance is an umbrella organization under which exist research and educational programs designed primarily for insurance and risk management professionals. More than 2,500 programs for more than 142,000 participants are conducted across the nation and in Puerto Rico and Mexico each year.

Dr. Hold has been a faculty member at the University of Wisconsin and the University of Texas. At UT, he was an associate professor, responsible for the insurance and risk management area within the Graduate School of Business. His writings have been published in insurance-related academic and trade journals, including the Journal of Risk and Insurance, the Insurance Law Journal, and the CPCU Annals. He is the author of several books on industry-related topics. Prior to founding CIC, he was the vice president of the National Association of Independent Insurers and served as a consultant to organizations such as the American and Texas Trial Lawyers Associations, the Federal Trade Commission, the Department of Transportation and the Texas State Board of Insurance.

Dr. Hold completed his undergraduate studies at Florida State University; he received his master's degree in 1964 and his Ph.D. in 1967 from the University of Wisconsin. He has been named to the prestigious Insurance Newscast's annual list of the "100 Most Powerful People in the Insurance Industry" six years in a row. In 2011, he received the Dr. Henry C. Martin Award of Industry Achievement, which is named after the founder of The Rough Notes Company. Included in the 2012 list of the 25 Living Legends in Insurance by Property Casualty 360, Dr. Hold was inducted into the Florida State University College of Business Hall of Fame in 2012. Most recently, in honor of his contributions to the industry and professional education, the College of Business established a foundation and program in his name: the Dr. William T. Hold/The National Alliance Program in Risk Management and Insurance.