Bill Kennedy was born in Dallas and graduated from the University of Texas with a business degree. Upon graduation he served in the U.S. Navy. In 1959, Kennedy and a partner, C. Fred Chambers, opened C&K Petroleum, Inc., in Houston. The company was active in all the Permian Basin’s major plays and also drilled wells in the Gulf States, the Mid-Continent region, the Rocky Mountains, and Western Canada. These led to many discoveries, including the Hamon and Toro gas fields and the Mestena Grande field. In 1966, Kennedy and Chambers teamed with J.M.C. Ritchie of New York to form Ritchie Oil C&K, a Canadian corporation headquartered in Alberta, Canada. They also formed C&K Nederland Co. to acquire and operate an oil and gas concession from the Dutch government. In his final months, Bill Kennedy actively participated in a deep horizontal Monoyta well in Ward County and worked hard to put together and promote a deep gas discovery in Loving County, later named the Bill Kennedy Field.