Bill Marshall received his geology degree in 1951 from Cornell University and his Masters in Geology from Columbia. He went to work for Schermerhorn Oil in Hobbs, New Mexico in 1954. His father, Sam Marshall, had started out as a geologist with Getty Oil Company in 1925, ultimately discovering the Getty Pool. In 1926, Sam met Don Winston and in 1928 they formed Marshall & Winston. The company acquired interests in Lea County, New Mexico, as well as Andrews, Goldsmith, Gaines and Ector counties in Texas. Bill joined the company in 1957 as a geologist and then, when his father died in 1967, he was elected president and CEO of Marshall & Winston. Under his leadership, the company grew from a small royalty company into a more active drilling company, purchasing promising drill sites that were often successful. Marshall and Winston made many important discoveries with Marshall as president including the Blackard-Clinta complex in Borden County, the Lonesome Dove Field II in Concho County and the expansion of the Francis Hill gas field in Edwards County. Today Marshall & Winston operates successfully in Texas, New Mexico, Alabama, North Dakota, Mississippi, and Wyoming.