GRAYROBINSON



William A. Kelley

Beverage Consultant

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Focus

- Alcohol Beverage

Delivering practical legal and compliance counsel for retailers, wholesalers, and suppliers. Former General Counsel to the Massachusetts Alcoholic Beverages Control Commission.

William Kelley brings more than four decades of experience in alcohol beverage law and regulation, with a career spanning government service, trade associations, and private practice. As general counsel to the Massachusetts Alcoholic Beverages Control Commission (ABCC) for over 20 years, he advised the commission on licensing, enforcement, and regulatory matters, and worked closely with the attorney general, local licensing authorities, and industry stakeholders. This background gives GrayRobinson clients a rare perspective on how state regulators interpret and apply alcohol laws as well as the options available to challenge or review those interpretations.

After his tenure at the ABCC, Bill led the Beer Distributors of Massachusetts for a decade, representing the state's largest wholesalers and serving as a registered lobbyist. He advocated before legislative and regulatory bodies, managed policy issues affecting distributors, and held leadership positions with both state and national industry organizations. His roles have provided him with direct insight into how suppliers, wholesalers, and retailers can work with regulators and lawmakers to achieve compliance and business goals.

Today, Bill works with the GrayRobinson National Alcohol Law Team to advise startups, family-owned businesses, and out-of-state suppliers on licensing, ownership transfers, compliance, and market entry strategies. He is also a frequent speaker and trainer for industry and legal groups, reinforcing his position as a trusted advisor on regulatory best practices. His combination of legal, regulatory, and industry leadership makes him a valuable resource for those navigating the complexities of alcohol beverage law.

Recognition

- Massachusetts Municipal Lawyers Association
  - President's Award, 2011-2012

- Massachusetts Package Store Association, April 2023
  - Contributions To Retail Licensed Businesses

Insights

- Massachusetts Continuing Legal Education, Alcoholic Beverages Licensing and Compliance Seminars, 1992-2014
  - Liquor Licensing
  - Compliance
  - Enforcement in Administrative Agencies, Courts, and the Legislature

Affiliations

- National Conference of State Liquor Administrators (NCSLA), 2005-2013
  - President, 2011-2012
  - Board Member 2006-2013
- Wholesale Beer Association Executives (WBAE), 2013-2023
  - President, 2019-2020
  - Board Member, 2014-2019
- Grand Harbor Golf and Beach Club
- Point of Pines Yacht Club
  - Assistant Vice Commodore 2025
- Vero Beach Yacht Club

Credentials

- J.D., Suffolk University Law School, 1982
- B.A., College of the Holy Cross, 1979

Admissions

- Massachusetts
- U.S. District Court for the District of Massachusetts