

# WILL L. WILLIAMS

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## EXECUTIVE DIRECTOR

**STRATEGIC MANAGEMENT | ORGANIZATIONAL DESIGN | LEADERSHIP DEVELOPMENT**

### EXECUTIVE PROFILE STATEMENT

**Accomplished executive leader with over 20 years of experience.** Progressively responsible and diversified experience in financial management, budgeting, and strategic planning. Valuable combination of financial acumen integrated with highly developed interpersonal skills. Exceptional overall business perspective demonstrated ability to exceed goals and a proven history of providing helpful financial advice. Solid project management skills with an effective combination of directing multiple priorities and generating innovative strategies to meet and exceed performance objectives.

Play a key role in streamlining efficiency: astute at recognizing areas needing improvement, with the vision to develop and implement necessary changes. Known for team-based management style, value-based leadership skills, and vision-based organizational design. An articulate communicator at all organizational levels. Demonstrate ability to exceed goals through relationship building and team leadership. Skilled supervisor, trainer, leader, and motivator. Proficient in Microsoft Office, public speaking, and oral and written presentation.

### CORE COMPETENCIES

- Critical/Creative Thinking
- Financial Management
- Risk Management
- Team Building and Mentoring
- Integration Technologies
- Business Strategy Management
- Business Development
- Project-Based Learning
- Build Community Relations
- Cooperative Learning
- Leadership Training
- Independent Consulting
- Financial Literacy
- Meticulous Detail-Oriented
- Public Relations
- Government Regulations
- Performance Improvement
- Quality Management
- Risk Analysis
- Higher Order Thinking Skills
- Creative Thinking Strategies
- Budgeting & Forecasting
- Positive Reinforcement Strategies
- Workforce Management
- Staff Training Programs
- Competency Development
- Complex Problem Solving
- Training and Development

### KEY CONTRIBUTIONS

- Played a crucial role in developing an effective communication plan that leveraged Coca-Cola's brand.
- Worked with local government officials to reduce taxes and saved approximately \$3 Million in revenue.
- Championed the Value Creation Model, which identified more than \$45 Million in opportunities to save OPEX.
- Led Stakeholders engagement by building strategic relationships with senior leaders of Finance, Marketing, and other divisions.
- Provided leadership as the head of Technology for the Africa Group and established a three-year plan for the Africa Group.
- Reduced overall Information Technology expenses on Telcom and infrastructure by approximately \$3 Million in three years.
- Provided support in developing and deploying a Risk Management System for the Coca-Cola Company.

### WILL L. WILLIAMS' LEADERSHIP PHILOSOPHY

As a program leader, my administration and leadership vision is to create an environment where staff can work cooperatively to serve the needs of all clients and vendors through respect, trust, and understanding. The leader should strive to create a workplace and learning environment that is democratically oriented where staff can help one another, plan together, and exchange ideas. The leader is responsible for ensuring that everyone is involved in the decision-making and policy implementations of the organization. By doing this, staff feels empowered and feel a significant contributor to the organization. People and organizations grow as they work in unison to solve problems and seek answers to questions. Finally, the leader should encourage staff participation and lead by example. When these standards and practices are part of an organization's mission, everyone has an equal opportunity to reach personal and professional goals.

### EDUCATION

**Bryant University, Smithfield, Rhode Island**  
Master of Business Administration & Management/Finance

**Kent State University, Kent, Ohio**  
Bachelor of Business Administration/Finance  
Bachelor of Business Administration/Economics

### SOFTWARE SKILLS

Proficiency in Microsoft Office: Word • Excel • PowerPoint

## PROFESSIONAL EXPERIENCE

**Cinova Capital, Atlanta, GA****2016-Present****Independent Business Consultant**

Worked with 4 Major companies, Coca-Cola, IBM, Prudential Insurance, and Shell Oil, for over 35 years. Currently serving as an Independent Consultant providing companies strategic advice to senior management on several private sector and philanthropic enterprises. My broad experience covers much critical business areas including:

- General Business Management and Consulting
- Business Integration with Social Programs
- Project Management
- Corporate Social Responsibility management
- Business Information Management

**Euatorial Coco-Cola Bottling Company, Atlanta, GA****2016- 2016****Manager Public Affairs/Communications**

Oversaw the development and implementation of ECCBC communications strategy and objectives. Developed communications plan and implemented a broad range of public relations activities.

**PRIMARY RESPONSIBILITIES:**

- Developed an effective communications plan that leveraged the company brand.
- Worked with local governments to reduce taxes to the company relative to income, sales, and import tax. Saved approximately \$3 million to the system over eight months.

**The Coco-Cola Company, Atlanta, GA****2015-2016****Group Dir., Sustainability Strategic Planning & Governance**

- Responsible for a renewed focus on integrating sustainability into our core business, which included direct collaboration with corporate strategic planning and direct alignment with Business Unit Strategic Planning Directors in the Coca-Cola System. There are currently 18 Business Units globally.
- Worked collaboratively with all functions and business units to ensure audits were carried out productively to ensure that the reputation of the company was protected. Ensured effective risk mitigation and engagement. Developed management action plans that supported global audit plans and findings.
- Focused on guiding relationships with Technical (Innovation, R&D, QSE –Quality, Safety Environmental) as strategic partners to drive the sustainability system agenda.
- Championed the Value Creation Model, which identified more than \$45 Million in opportunities to save OPEX.

**The Coco-Cola Company, Atlanta, GA****2012-2014****Global Director, Sustainability****Manager, Enterprise Risk Management****2010-2012****Director, Special Projects****2009-2010**

- Provided strategy for the sustainability office by leading the development and execution of the plan to design and implement business process integration for the Corporate Sustainability Office function.
- Embed sustainability into strategic business planning in the Coca-Cola System.
- Oversaw the program management tools and processes the business uses to lead and manage projects, including implementing business planning tools, the Value Creation Model, and the scorecard for KPIs.
- Led key stakeholder engagement by building strategic relationships with senior leaders of Finance, Marketing, Technical, PAC, Commercial Leadership, Risk Management, and Legal to ensure support and commitment to the program's vision.
- Ensured company preparedness for a wide range of risk events, including, but not limited to, natural disasters, product quality problems, transformation effectiveness, emerging risks, and security issues.
- Assisted in developing and deploying a Risk Management System for The Coca-Cola Company.
- Maintained a current understanding of global strategy development and implementation and the coordination of existing and newly developed strategies and technologies to support a worldwide network of resilience processes.

**Coca-Cola Africa, Johannesburg South Africa****2005-2009****Chief Information Officer**

Provided executive leadership as head of Technology for the Africa Group. Ensured the delivery of efficiency and improved management of the total system profitability in the markets supported. Transformed IT into a strategic business partner. Managed and delivered multiple large-scale projects on time and within budget. Responsible for budgeting, design and support of all Technology. Established a 3-year rolling strategy, execution plan and investment profile for the Africa Group.

- Led the IT Transformation for the Africa Group; drove Innovation for the Group; identified cost savings and effectively implemented change across the Group
- Reduced overall IT expenses on Telkom and infrastructure by approximately \$3 million in 3 years.