

Judee Ann Williams '21

Keynote Speaker

A senior executive with 20 years of experience within the world of impact + pop culture + brand strategy who has played a leadership role in the development and growth of both a world-class consulting services department & a corporate foundation — inside of the world's most influential entertainment and media companies.

She works with companies who understand that a brand or business' value is inextricably linked to their core set of values, and more importantly, the manner in which they articulate and execute on those values. She has worked with corporate brands such as Walmart, Google, KPMG, Hudson's Bay Company, Bill & Melinda Gates Foundation, Rent the Runway, Delta Airlines, Cartier, Alzheimer's Association and EverFi, among others.

She worked alongside NFL client J.J. Watt to facilitate the almost \$42 million raised with his record-setting crowdfunding campaign after Hurricane Harvey, the largest crowdfunding campaign by an individual ever. She has worked closely on the ground with various relief organizations in New Orleans post Hurricane Katrina such as the Red Cross, SBP & Communities in Schools. She brought together Boys & Girls Club alongside Katy Perry for her Witness Tour and Beyoncé and Jay Z's for their On The Run II Tour, where the pair awarded a total of \$1.1 million in scholarships.

Additionally, Williams is a prominent member of the philanthropic community, holding various appointments on boards and advisory councils. In 2018 she was appointed to the Board of Trustees of Save the Children. She has served on the Board of the Carrie Underwood Foundation, Katy Perry's Foundation, First Book, and the USO Entertainment Council. During the Obama administration, Williams was an active supporter of the Entertainment Council & Joining Forces initiatives.

As an agency, across film, television, music, sports, digital media, marketing, and beyond, we represent thousands of the world's leading actors, directors, writers, producers, musicians, comedians, authors, teams, leagues, chefs, business leaders, consumer brands, and more.

Our brand consulting team works across business categories, from CPG to travel, luxury, automotive, technology and beyond, clients have benefitted from the combination of strategic marketing skills and media/content/entertainment expertise. Sees the world evolving towards brand-values-centered business value — where companies realize transformative benefits from their commitments to positive social impact.