



Rob Williams

CHIEF GROWTH OFFICER & PARTNER

"When Rob Williams walks into the room, the energy changes. He brings the best out of people through a conscious balance of encouragement, challenge, curiosity, and when needed, a dose of humor. Rob is not your typical 'executive coach.' He's an experienced business minded leader who has been in your seat. He sees the patterns, he knows people, and he won't let you settle for mediocre. Don't work with Rob until you are ready to make real progress and execute. He's dynamite!"

- Daniel Anstandig, CEO, FUTURI MEDIA

ABOUT ROB

- Leadership Coach, Consultant, and Executive Advisor
- Former executive with Clear Channel Communications (now iHeart Media)
- Columbia University Coaching Certification Program
- Tulane University, B.A. with Honors
- Endurance athlete and avid golfer
- Guardian Revival's Athlete Hall of Fame dedicated to improving mental health of veterans & first responders
- Married for 35 years with four grown children

FAVORITE QUOTE

"Intention is more powerful than willpower. Willpower, the power of the ego, gets results, sometimes unintended. By comparison, intention is soul power, a spiritual commitment and energy. It elicits unseen forces in service of the purpose and vision that wants to come through us and through our leadership."

-The War of Art by Steven Pressfield



Rob believes that helping leaders understand their unique strengths allows them to become more intentional in their actions, better identify their mission, and articulate a compelling vision to their teams.

With over 25 years of leadership experience, Rob guides leaders on a path of self-discovery and inquiry to assist them in raising their performance and overall effectiveness. He knows outstanding leadership comes from being fully authentic, compassionate, transparent, and committed to their team's success.

Rob's practice focuses primarily on CEOs and Senior Leadership Teams across many industries, including manufacturing, technology, media, and professional service organizations.

Rob earned his executive coaching credentials through the Columbia University Coaching Center of Excellence (CCPEC). He is also certified by the International Coaching Federation (ICF).

In addition to being an executive leadership coach and advisor, Rob leads the company's growth strategy as a Partners and Chief Growth Officer.

Memorable Moment

Cresting the Colorado Rockies at Wolf Creek Pass (Elev. 10,857 ft.) along the Continental Divide just around Midnight on my birthday in 2022 with my Race Across America Team.