

Edward E. Williams III
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Professional Expertise

Publisher- CEO, Sovereign Media and Publications Inc. July 2011 - Present

Sovereign Media and Publications creates inspired print, digital, broadcast, mobile media and event marketing services that connect consumers to the brands they love and cannot live without. Our brands include: SBN studio, (Internet TV Network) SDM Global (Digital Media and Business Development Services) and The Connecting Spot. (Social and Professional Event Management)

As Publisher and CEO, I establish the editorial mission, vision and direction for each of our distinct brands to insure they meet and exceed our corporate values, which are:

- Maintain integrity in all our communication
- Act with passion, but without prejudice
- Lead with purpose, and by example
- Positively impact the community at large
- Support charitable causes

Member Services Manager, Greater Cincinnati- Northern Kentucky African American Chamber of Commerce May 2012 – October 2012

The GCAACC provides a robust platform of programs, services and resources that enable minority business growth, inclusion, and development while contributing to the socioeconomic improvement of the African-American community at large.

As Member Services Manager, I advocated on behalf of Minority Business Enterprises in the Tri-State Cincinnati region in 3 key areas:

- New market access
- Strategic partnerships
- Business development opportunities

Director, Sales and Business Development, Focus Solutions, Inc. May 2009 - February 2011

Focus Solutions is an award-winning performance and process improvement company with deep roots in training and development programs designed to create competent, confident, conscientious and committed human assets. The core mission is to help companies develop process improvements which drive long-term profitability, growth, and sustainability.

As Director, Sales and Business Development, I was responsible for strategic sales development efforts for the company products/ services which consisted of:

- Staffing
- Process Improvement
- Call Center Support
- Training & Development

CEO at Cold Closers, LLC November 2005 - January 2011

Cold Closers helps companies improve sales performance in 4 specific ways:

- First, identify your MVCP- Most Valuable Client Profile by targeting the best clients to sell... right now.
- Second, improve sales conversion by at least 20% by reducing the time between qualified prospects and closed sales.
- Third, improve mature client development and retention by turning transactions into relationships.
- Fourth, reduce TCos (Total Cost of Sales) within as few as 90 days by eliminating waste and unnecessary expense in your sales process.

As CEO, I directed the strategic growth of the organization through client acquisition, business development and program management while driving revenue growth and profit achievement.

Inside Sales Manager, Contingent Network Services June 2007 - October 2008

Contingent Network Services provides network technology infrastructure deployment and support services across North America and more than 50 foreign countries.

As Inside Sales Manger, I personally directed tactical lead generation and business development efforts that led to significant revenue achievement in these areas:

- New Business Revenue- \$1.5 million
- Sales Pipeline- \$3 million
- Qualified Leads- 100+
- Master Service Agreements- 50+

Business Development Manager, Meta Marketing April 2004 - November 2005

Meta Marketing provides lead generation, telemarketing, sales prospecting and cold calling services to small and medium sized companies across a wide range of industry verticals including: Information Technology, Professional Services, Manufacturing, Engineering and Healthcare.

As Business Development Manager I personally contributed to the overall revenue growth and client acquisition strategy of the organization while accomplishing these milestones:

- #1 Sales, New Clients (February 2005- November 2005)
- \$150K+ New Client Revenue (2005)
- 60% of company revenue (2005)
- Client Roster: Fairfax Imaging, Basware, eTransPlus, Lectra Systems, Vestica, Flair Data Systems, Cisco, SunGard Data Systems

Technical Skills

- Video Production
- Social Marketing
- Website Design
- Program Management
- Lead Generation
- Sales Process Improvement
- New Business Development
- Brand Design
- Marketing
- Inside Sales
- Telemarketing
- Sales Leadership
- Sales Management
- Account Management
- Solution Selling

Education

Cincinnati State Technical and Community College

Audio Visual Production, 2014

Sinclair Community College

Business, 2000 - 2002

Dean's List, James B. Winget Scholarship Recipient, Honor Society Invitee

Walnut Hills High School

Diploma, College Prep, 1983 – 1989

References

Available upon request