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## RICHMOND ASSOCIATION FOR BUSINESS ECONOMICS

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As the fifth CEO in the history of The Martin Agency, Matt Williams really knows how to command a room. Guess it doesn't hurt that he's 6'3". He's an avid cyclist, father of two and has a calming presence that makes any goal feel within reach (though that may also be due to his large wingspan).

Matt joined the agency in 1991 as an account executive, but quickly found his niche in strategic planning, leading U.S. and global development for GEICO, Discover Financial Services, Nespresso, UPS, Saab, Credit Suisse and Bank One. In his role as CEO, Matt oversees the agency's work for prominent brands including GEICO, Benjamin Moore, Walmart and Mondelez, among others.

Matt holds a marketing degree from The College of William & Mary as well as an MBA from Northwestern's Kellogg School of Management. He is also a contributing author to the best-selling book *Kellogg on Branding*. He speaks regularly on advertising and marketing topics around the country and has even consulted on communications strategy with the U.S. State Department and the U.S. Department of Defense.

All this from a man who made it through college as the lead singer of a band called Flannel Animals.