

**TITLE** | President

**ABOUT** | Ms. Williams joined BSM in 2018 and is located in Phoenix.  
Prior to joining BSM, she spent more than 25 years working in pharmaceutical sales and marketing, holding business management and senior leadership positions.



**AREAS OF EXPERTISE** | In her current role, Ms. Williams is responsible for all BSM operations. Her primary responsibilities include:

- ✓ Setting and executing company-wide strategic initiatives
- ✓ Overseeing financial operations and budgets
- ✓ Facilitating staffing and talent development
- ✓ Consulting with and overseeing corporate clients
- ✓ Facilitating strategic partner and vendor relationships

**ACHIEVEMENTS & CREDENTIALS** | ✓ [Certified Professional Coach \(CPC\)](#)

**EDUCATION** | Bachelor of Science in Marketing, Lancaster University, England

**DID YOU KNOW?** | Judy inherited her love of travel from both her parents, and she's working hard to check more destinations off of her bucket list!