

Chris Williams



Chris Williams is Co-Founder of Wide Awake Business.

Since 2008, nearly 5,000 business owners have relied on her sales and marketing expertise to boost their sales by more than \$538 M.

Chris began her business career as a teenager, working in her family's multi-million dollar San Francisco Bay area company.

After earning a degree in Marketing from the University of Oregon, Chris joined Xerox Corporation.

In her 13 years with the company, Chris trained more than 1,000 sales representatives, successfully launched 48 new products, and led her team to the prestigious Malcolm Baldrige Certification.

Chris knows the challenges of small business ownership first-hand. After leaving Xerox, she opened her own company. She built a team of 13 sales personnel and other support staff that grew market share from 4% to 18% and overall revenue to \$4M.

As a sought-after speaker, business coach, and best-selling author (*Customers are the Answer to Everything*), Chris applies the sales systems and strategies she developed in her corporate career to support small to mid-sized businesses in a wide range of industries around the globe, resulting in more customers and higher revenues.