



AO PEOPLE
PARTNERS

LEADERSHIP DEVELOPMENT + CULTURE TRANSFORMATION

Rob Williams

Partner and Chief Growth Officer

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 that great leadership comes from those who present as fully authentic, deeply compassionate, transparent, and committed to their team's success.

Rob has deep experience leading senior managers at some of the most influential companies in the media business. From 1996 to 2008 Rob held a succession of senior leadership positions at Clear Channel Radio (now iHeart Media). At Clear Channel Rob led the largest region by revenue and profit and was recognized as one of the best managers in radio numerous times by his peers.

Later, Rob pursued entrepreneurial interests launching a boutique digital services and consulting firm before joining Townsquare Media in 2015. At Townsquare, Rob was part of a leadership team that transformed them from a pure radio company into the country's leading digital first diversified media company.

Now, Partner and Chief Growth Officer at AO, in addition to being an executive leadership coach and consultant, Rob leads the company's development strategy.

FAVORITE QUOTE

The War of Art by Steven Pressfield: "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."

Pressfield captures the truth that we have so much power to create the change we desire. Tapping into our "Soul power" connects us to the forces of positivity and providence.

ABOUT ROB

- Leadership Coach, Consultant, and Executive Advisor
- Former Townsquare Media Executive
- Former Clear Channel Radio Executive
- Columbia University Coaching Center of Excellence
- Tulane University, B.A. with Honors
- Endurance athlete and avid golfer
- Guardian Revival's Athlete Hall of Fame

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.