



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ▶ June 25-27

DAVID WILLIAMS

*President and Chief Executive Officer
Make-A-Wish Foundation*



ABOUT THE SPEAKER

As president and chief executive officer, David Williams leads the national staff and 62 chapters of the Make-A-Wish Foundation in its simple, heartfelt mission: granting the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Williams joined Make-A-Wish in 2005. Under his leadership, the national office annual revenue has more than quadrupled to \$116 million and the organization's overall revenue has more than doubled to \$342 million.

Before joining Make-A-Wish, Williams spent 11 years at Habitat for Humanity International, rising to executive vice president and chief operating officer. Williams began his work in nonprofit leadership by serving as executive director of The Houston Food Bank for 11 years.

Williams earned his bachelor's degree in business administration from Bloomsburg (Pa.) University and a master's degree in business administration from the University of Houston.

PRESENTATION SUMMARY

Not Just Wishful Thinking: Building Your Brand Through Strategic Philanthropy

With an increasing number of corporations utilizing their philanthropic activities as a means to engage customers and employees, marketers and communicators alike are looking at ways to use philanthropy to enhance their brands with the general public. During this general session presentation, David Williams will review a variety of strategies and partnerships that highlight how various companies are partnering with the Make-A-Wish Foundation to achieve their business objectives.