

## De'Edra S. Williams - Bio

De'Edra S. Williams is the **Senior Vice President of Customer Success for CompTIA**. Ms. Williams is responsible for helping CompTIA's customers achieve their best possible business outcomes, and to ensure CompTIA maximizes the potential of each customer.

Prior to CompTIA, De'Edra was Vice President of Customer Success for Arturo, Customer Success Executive for SAP Ariba, Customer Success Director for Salesforce, Principal at Wipro Technologies, Vice President - Regional Marketing Manager at Compass Bank, and a Manager in Arthur Andersen's Business Consulting practice.

Ms. Williams holds an MBA from the University of Texas – Dallas. She received her undergraduate degree from Texas Woman's University.

Ms. Williams is a Women in Customer Success Power Up mentor. She was Salesforce's volunteer Chief Success Officer & Compass Console Trailblazer.

Ms. Williams was a Texas Woman's University Commencement Speaker. She was a DFW Alliance of Technology & Women – Tech Titan Nominee

Ms. Williams is a recipient of Southern Methodist University's **Profiles in Leadership** award. The award recognizes and celebrates the accomplishments of women who have made a significant impact on the city of Dallas and on the quality of life for women overall. <http://www.smu.edu/StudentAffairs/WomensSymposium/Awards>

Ms. Williams is the recipient of four Fellowship awards. The Robert S. Strauss Center for International Security and Law at the University of Texas at Austin's "Next Generation Project Texas" Fellowship. The American Assembly of Columbia University's "The Next Generation Project: U.S. Global Policy and the Future of International Institutions Fellowship." The Asia Foundation's Freeman Fellowship. The Freeman Fellowship met with non-governmental organizations (NGOs) and political and cultural leaders to foster transatlantic relationships between the U.S. and Southeast Asia. And The German Marshall Fund's American Marshall Memorial Fellowship program (AMMF). The AMMF seeks "... to educate a new generation of American leaders on the importance of international relations..."

Ms. Williams is active in the Dallas/Fort Worth community. She is on the Executive Board for UTD and Council Chair for UTD's EPPS advisory council. She was formerly on the Board of Directors and Board Chair -Elect and Racial Equity Committee Chair for Big Thought. She is on the Board of Directors, former Governance Committee Chair for Reading Partners North Texas. She is the former Regional Coordinator for the Next Generation Project Texas. She has also volunteered her time to identify corporate internships for the UTD Academic Bridge Program.

Ms. Williams has previously served on a variety of boards. She was formerly on the KERA Community Advisory Board (CAB), is past President of the Board of Directors for Literacy Instruction for Texas, (LIFT), a community outreach program providing English language courses for functionally illiterate adults in the metroplex and the Friends of the Dallas Public Library board as Membership Chair. She has also served on the board for the YWCA and is the former Chair of the YWCA's Women's Resource Center's Administrative Council.

Ms. Williams's interests include international studies, particularly Asia, history, and cultural diversity. Her hobbies are reading, weight training, golf, and Yoga.

