

Introductions

Ruth Williams



Independent consultant and practitioner with over 25 years' experience

Ruth brings a wealth of industry experience having held senior marketing positions in both client and agency side across multiple categories and in multiple geographies.

Ruth worked on many brands such as Smirnoff, Guinness, Bailey's, Jose Cuervo and Bundaberg Rum in a range of markets: UK, US, Spain, Australia, India and Africa.

Ruth is an experienced facilitator and has focused on creativity and capability building for the last 10 years, working across a range of markets and categories.

She has written and delivered numerous capability academies for multinationals in Europe, Asia, Africa and the USA – imbuing each intervention with practical and actionable content so that delegates can deliver right away.

Outside of work she has 1 son, is a School Governor, Parenting Skills Mentor and Village Festival Organiser., currently targeting the red slopes and getting my day skipper.

Life motto: "You're never too old to learn"