

OLIVIER WILLIAMS

Business Development & Strategy Executive

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Dynamic and results-driven Business Development & Digital Strategy Executive with a track record of elevating organizational digital capabilities and driving sustainable, data-informed growth. A proven leader in orchestrating cross-platform brand campaigns that consistently deliver 25–30% revenue growth. Expert in designing and implementing HIPAA-compliant CRM systems that boost digital inquiry submissions by 38% and spearheading organic digital strategies that drive 300% increases in referrals and generate over 200,000 impressions. Adept at leveraging Net Promoter Score and client satisfaction insights to refine content strategies, enhance client retention, and maximize promoter rates. Architect of robust internal collaboration systems—including SharePoint dashboards and Monday.com workboards—that strengthen accountability and improve project transparency across complex organizations. Certified Lean Six Sigma Green Belt, recognized for operational excellence, stakeholder engagement, and transformative leadership in fast-paced environments.

Professional Experience

Chief Strategy Officer

The Recovery Center USA – Jan 2025 – Present

- Led strategic planning across six behavioral health programs, driving a 25% revenue increase through targeted digital campaigns, brand repositioning, and referral conversion strategies.
- Collaborate with the CEO, Senior VP of Operations, Vice President of Programs, and both corporate and local leadership to enhance client satisfaction, optimize processes, and unify strategic messaging across the organization.
- Hosted webinars and identified new business opportunities at vendor fairs, exhibitions, and conferences to strengthen the organization's presence.
- Designed and implemented a HIPAA-compliant CRM and referral platform, increasing digital submissions by 38% within the first quarter of implementation.
- Developed active-use dashboards and SharePoint workflows that resolved bottlenecks, improved real-time visibility, and strengthened executive decision-making.
- Leveraged satisfaction surveys and NPS data to enhance client retention and drive higher promoter rates.
- Utilized Lean Six Sigma Green Belt expertise to oversee complex projects, streamline workflows, and implement processes that drive results.
- Led the strategic planning initiative to align The Recovery Center of Ohio with Ohio Recovery Housing (ORH) compliance requirements as of January 1, 2025.
- Collaborated cross-functionally with the State Housing Director, Chief Compliance Officer, and General Counsel to develop and implement housing policies.

- Directed the creation and revision of the resident handbook to reflect ORH standards and ensure resident understanding and rights.
- Developed educational literature for clients in alignment with NARR (National Alliance for Recovery Residences) and CARF (Commission on Accreditation of Rehabilitation Facilities) guidelines to support compliance and client empowerment.
- Spearheaded awareness efforts for The Evolve Center's telehealth services by collaborating with the web development team on website creation, design, and content strategy. Simultaneously, prospected new referral opportunities, supported business development specialists with lead generation strategies, and created trauma-informed rack cards and print literature. Ensured alignment with SAMHSA guidance across social media messaging while providing supervision and strategic direction to the Marketing Manager.
- Collaborated with Human Resources, the Chief Compliance Officer, and the Compliance Department to launch a scenario-based training initiative aimed at improving staff retention and policy adherence. The training scored an 83% positive sentiment rating on Read.ai, and post-training survey responses indicated that the majority of participants preferred this format and found it significantly improved their ability to retain information.

Director of Development, Integration & Innovation

The Recovery Center USA – Mar 2023 – Dec 2024

- Led multi-state integration initiatives that expanded service coverage and streamlined outreach workflows, resulting in a 30% increase in regional engagement.
- Developed and launched a centralized referral hotline to streamline incoming inquiries, resulting in a 20% increase in referral pipeline volume within the first year; now actively utilized by hospitals, treatment centers, community members, and partner organizations. Simultaneously executed direct and digital marketing strategies to maximize reach, brand visibility, and community awareness.
- Launched 10+ cross-platform digital campaigns using Facebook and email marketing tools, driving a 25% increase in engagement and accelerated B2B partner acquisition.
- Facilitated 1,100+ community activations, positioning the organization as a regional leader in behavioral health outreach.
- Oversaw CRM and analytics dashboard implementation that improved data access and real-time tracking for 6+ programs.
- Conducted root-cause analysis with stakeholder input and survey data, executing Lean-based corrective initiatives to improve service delivery.
- Utilized Google Analytics, Facebook Insights, and CRM data to monitor ad performance and platform engagement, implementing targeted campaigns that elevated referral conversion rates.
- Supervised and trained a team of 8–10 business development and community outreach professionals nationwide, providing coaching, accountability, and strategic support to drive referral growth and partner collaboration.

- Designed and operationalized branding infrastructures—including social media brand guidelines, vendor-facing branding fact sheets, and messaging frameworks—to align with the annual strategic plan, ensuring consistency and increasing campaign cohesion across six subsidiaries.

Director of Marketing and Community Outreach

The Recovery Center USA – Sep 2022 – Mar 2023

- Designed and operationalized branding infrastructure across digital and physical platforms, including social media brand guidelines, vendor-facing branding fact sheets, and messaging frameworks for external partners, ensuring alignment across six subsidiaries and increasing campaign cohesion.
- Created and led the development of the organization's annual strategic plan, aligning marketing, outreach, and program initiatives with growth objectives and behavioral health service expansion.
- Conducted market-based research and analyzed survey insights to develop targeted KPIs, leading to the creation of a referral accelerator model used across three states. This model increased qualified partner conversions by 45% and successfully onboarded a regional healthcare coalition, as well as multiple school-based liaisons, demonstrating a scalable and revenue-driving impact.
- Supervised and trained cross-functional teams on lead generation tactics, referral development, and partnership cultivation strategies, resulting in new referral pipelines from hospital networks, school systems, and community-based providers.
- Oversaw a national team of 8–10 business development and community outreach professionals, taking a strength-based approach to leadership while tailoring outreach strategies to each market. Prioritized person-centered engagement to encourage success, providing coaching, accountability, and strategic support that directly increased referral volume and relationship quality.
- Launched SEO, email, and social media campaigns that resulted in 4,000+ new followers and improved community visibility.
- Led website revamps for Aspire Day Program and The Recovery Center USA in collaboration with a web development agency, which I sourced and managed.

Principal Consultant, Brand Strategy & Market Intelligence

Primary Growth Solutions – Sep 2020 – Present

- Led brand consulting projects across publishing, consumer goods, and services, delivering tailored strategies that improved positioning and campaign ROI.
- Conducted market research and audience segmentation that enhanced client targeting and increased conversion rates.
- Created investor decks and launch presentations that helped clients secure funding and elevate brand narratives.
- Managed book campaigns that generated 1,000+ audience engagements and helped clients reach Amazon's Top Seller list within a week of launch.

- Produced branded video content, including book trailers and promotional videos, to enhance engagement and visibility.
- Advised clients on brand architecture, digital content strategy, and scalable audience development for long-term brand equity.

Partner Specialist (Contract)

myTethys – Nov 2018 – Oct 2021

- Cultivated strategic partnerships with universities, career services offices, student life directors, and local businesses to expand visibility and adoption of myTethys apprenticeship programs.
- Onboarded new partner accounts, including higher education institutions and community organizations, ensuring seamless integration into the myTethys platform.
- Led outreach efforts to secure apprenticeship listings from academic and corporate partners, enhancing access to real-world learning opportunities for students.
- Collaborated cross-functionally with internal teams to tailor partnership materials and improve the onboarding experience for institutional and business stakeholders.
- Spearheaded relationship-building initiatives with community-based organizations and workforce development programs, aligning partnership goals with regional talent pipelines.

Account Manager

SPRAISE – Aug 2017 – Aug 2019

- Led full-funnel content development by aligning creative strategy with market insights and consumer behavior data—resulting in a 30% boost in engagement across Instagram and Facebook.
- Conducted in-depth audience research using social listening tools, buyer persona development, and campaign testing to understand target demographics and craft messaging that converted across platforms.
- Built and executed segmented email campaigns that improved retention and boosted customer acquisition, leading to sustained e-commerce growth and increased repeat buyers.
- Collaborated with company leadership to evolve brand positioning, drive go-to-market strategies, and refine core messaging for national retail expansion.
- Managed vendor and retail partner relationships during the brand's launch and placement in major retailers, including Whole Foods, Target, JCPenney Beauty, and independent boutiques, ensuring brand standards, fulfillment coordination, and product education were upheld.
- Developed storytelling frameworks and customer journey sequencing that strengthened brand loyalty and created seamless transitions across paid, earned, and owned media channels.
- Utilized analytics platforms to track campaign performance and deliver data-driven insights that informed strategic decisions for both marketing and product development teams.

Leadership & Extracurricular Involvement

Vice President of Student Affairs

Emory Law Student Bar Association – Atlanta, GA

October 2021 – May 2022

- Directed strategy and execution for the Barrister's Ball, managing a \$150K budget, activating marketing campaigns, and leading cross-functional coordination to sell out the event with 600+ attendees—maximizing ROI and visibility for the student body.
- Partnered with faculty and administration to strengthen student engagement, improve communication channels, and align student programs with institutional priorities.
- Designed and delivered inclusive student programming and support initiatives that addressed the needs of a diverse graduate student population, improving engagement and access to campus resources.

President

University of North Georgia – Enactus Chapter

April 2018 – August 2019

- Led cross-functional teams in launching sustainability and social impact projects across local and international communities.
- Spearheaded a green irrigation project that advanced multiple UN Sustainable Development Goals, including Clean Water & Sanitation and Sustainable Communities.
- Project was featured at the Kansas City Convention Center and placed 3rd out of 2,000+ global teams for innovation, impact, and sustainability.
- Secured \$3,000 in innovation funding from Unilever and increased revenue by \$18K for a small business client through strategic marketing and operational consulting.
- Facilitated leadership workshops on LinkedIn strategy, financial literacy, and entrepreneurship—including international fieldwork in Belize.
- This experience shaped an enduring commitment to sustainable business practices—from digital marketing and financial modeling to staff wellbeing and customer experience design—ensuring organizations grow in ways that are ethical, resilient, and human-centered.

Education

Juris Master (Contract Law & Intellectual Property Rights)

Emory University School of Law – Atlanta, GA

May 2022

Bachelor of Arts in Globalization and Engagement (Recruited to Transfer)

Mercer University – Macon, GA

December 2020

Cum Laude | Dean's List | Phi Theta Kappa

Bachelor of Science in Criminal Justice

University of North Georgia – Dahlonega, GA

October 2018

President's List | American Society of Criminology Conference Presenter

Certifications

- Lean Six Sigma Green Belt – Emory University
- Foundations of Digital Marketing & E-commerce – Google (Credential ID: QWDBQ9G5NKE5)

Core Competencies

Executive Strategy · Business Development & Expansion · Digital Transformation · Strategic Planning & Execution · Scalable Marketing Programs · Growth & Revenue Optimization · Stakeholder Alignment · Cross-Functional Leadership · Change Management · Operational Efficiency · CRM & Data Infrastructure · Brand Strategy & Positioning · Performance Measurement & KPIs · Customer Acquisition & Retention · High-Impact Partnership Development · Contract Negotiation & Governance · Market Intelligence · Financial Forecasting & Budget Oversight · Organizational Sustainability · Talent Retention & Employee Experience · Lean Six Sigma & Value Stream Mapping

Tools & Platforms:

Google Analytics · Meta (Facebook/Instagram) Ads Manager · Mailchimp · Constant Contact · Mailmodo · Stripo · Salesforce · HubSpot CRM · Domo · Tableau · Yoast SEO · SEO/SEM Tools (Moz, SEMrush) · WordPress · Wix · Microsoft PowerPoint · Canva · Adobe Creative Suite (Premiere, Photoshop) · Email Automation Platforms · Data Visualization & Dashboarding Tools · Survey Platforms (NPS, CSAT) · CMS & Web Optimization Tools