|  |  |
| --- | --- |
| **William W. Collins, Jr.** | Austin, TX 78717  williamwcollinsjr@gmail.com 940-503-8195  http://www.linkedin.com/in/williamwcollins |

**Technology and Software Engineering Executive Management**

*15+ years’ success leading global product, software/solutions development, and pre-sales engineering support teams.*

*Management | Web App Development | APIs | Cloud | AI Machine Learning | IoT | Sales Engineering Support | Innovation*

**On Leadership Principles**

I believe that Leadership Principles are not just a list of business objectives, but rather, they are foundational beliefs that are ingrained in how we operate in our daily lives. As a leader, it is important to start with the customer and obsess over their needs. Additionally, leaders must be owners who think long term and seek to innovate and automate wherever possible. They should always strive to simplify and streamline processes while also seeking insight from others to broaden their perspective.

Leaders must have strong judgment and seek out diverse perspectives, while still being able to learn and be curious. To truly succeed, leaders need to hire and develop exceptional talent while also raising the performance bar for their teams. They must insist on the highest standards and continuously think big to inspire results. Leaders must also have a bias for action and be frugal, seeking to do more with less.

It's important for leaders to build trust by listening attentively, speaking candidly, and treating others with respect. They should also dive deep into details, challenge decisions when necessary, and commit wholeheartedly once a decision is made.

Ultimately, leaders must focus on delivering results and strive to be the best possible employer. They should work to create a safe, productive, and diverse work environment while also being mindful of their impact on their local communities, the planet, and future generations. Leaders need to continually strive to do better and be better for their customers, employees, and partners.

Regards,

-William Collins