

Ashley M. Williams - Bio Short

Ashley M. Williams is the leading Millennial strategist, spokesperson, consultant, and speaker for brands that want to reach Millennials — helping brands to create the right campaigns, craft the right messages, and produce events that bring brands and Millennials together.

She is the founder and CEO of RIZZARR, the Millennial Marketplace.™ Through RIZZARR, brands are able to find and work with Millennial content creators, particularly nano-influencers and micro-influencers. She is also the founder of Millennials Change, an event series created to inspire Millennials to make a positive impact on the world. In addition to managing the company and its event series, Ashley is the host of the RIZZARR TV Show and podcast series, "The Ripple Effect of You". Ashley is passionate about using journalism, social media, and live experiences to inform and inspire her generation.

Before starting her journey into entrepreneurship, Ashley was an award-winning journalist. She worked for NBC News, WBAL Radio, and USA TODAY. She graduated with honors from the University of Southern California, earning a B.A. in broadcast and digital journalism as well as minors in international relations and Spanish.

Ashley has received many accolades, including the 2011 Student Journalist of the Year Award from the National Association of Black Journalists; the Pat Tobin Scholarship from the Black Journalists Association of Southern California; a Hearst Journalism Award Nomination; and more. In addition, in 2013, Ashley and the rest of the WBAL Radio team were the recipients of the Associated Press 'Outstanding Website' award.

RIZZARR – Company Bio Short

RIZZARR is a curated content marketplace for brands to work with Millennial content creators. We're an intermediary marketing platform for brands to find, connect, and collaborate with content creators. With over 5,100 (and growing) content creators worldwide, RIZZARR helps Millennials authentically produce purposeful editorial, highly produced videos, podcasts, stories, posts, and photos for brands. RIZZARR is a Detroit, Michigan-based.