



Nationwide®

Terrance Williams
Executive Vice President, Chief Marketing Officer, Nationwide



Terrance Williams is the Executive Vice President and Chief Marketing Officer for Nationwide, where he oversees the enterprise marketing of Nationwide's financial services and property and casualty businesses. His responsibilities include brand marketing, advertising, digital marketing, sports marketing, multicultural marketing, cause marketing, social media, media planning and buying, research and analytics, customer advocacy, public relations and communications.

William's career at Nationwide began in 1995. During this tenure he has held a broad spectrum of Nationwide leadership roles, including positions as President of Nationwide Agribusiness; Senior Regional Vice President for the Central Plains & Southern States Regions; Regional Vice President, New England Operation; head of the Customer Care Center in Amarillo, Texas; Underwriting Director at Nationwide's Service Center in Gainesville, Florida; and various assignments in Claims, Sales, Underwriting and Operations.

With nearly 25 years of insurance industry experience, Terrance Williams is known as a purpose-driven leader, a motivator of people and a dedicated senior executive. He has led thousands of associates in a wide variety of staff and line business unit roles, always striving for continuous improvement and customer loyalty. Offering a rare blend of creative and operational strengths, Williams has achieved exceptional results in various functional areas through motivation and empowerment.

With an ongoing dedication to philanthropic causes, Williams has been active in a variety of local and national organizations. He has committed to board service in various organizations over the years. Some include the North Texas Food Bank, the Dallas chapter of the American Red Cross, South Carolina Insurance News Service, Greater Columbus (OH) Habitat for Humanity, Columbus (OH) Neighborhood Housing Services and The Urban League of Greater Hartford (CT). Additionally, he serves as a mentor for Big Brothers Big Sisters.

Terrance Williams was born in the low country region of South Carolina and made the decision to pursue a career in the insurance industry at a young age. With these aspirations in mind, he earned a Bachelor of Science degree in Insurance at the University of South Carolina, and a Masters of Business Administration degree at Walden University.

With family time a priority, he is also an avid sports fan and car enthusiast who enjoys travel and reading.