



Terrance Williams

President, Emerging Businesses Group &
EVP, Chief Marketing Officer



Terrance Williams, Nationwide's President, Emerging Businesses Group and EVP, Chief Marketing Officer, has enjoyed a distinguished career with Nationwide. His current responsibilities include driving all aspects of Marketing and helping prepare the company for the future through leadership of the Emerging Businesses Group. Since beginning with the company in 1995, Williams has held a broad array of positions touching almost every segment of Nationwide's broad portfolio of businesses. His underwriting, claims, sales, operations and various P&L management roles led him on a journey spanning multiple U.S. cities and helping him build a personal brand as an exceptional leader of people and results.

As Chief Marketing Officer since April 2015, he oversees numerous departments responsible for advocating for and sharing the On Your Side promise with members, partners, communities and associates. He and his team further the brand in multiple ways, including the well-known national and digital advertising campaigns featuring Peyton Manning, Brad Paisley and Leslie Odom Jr. that promote Nationwide's breadth of solutions message in the marketplace.

Williams' accountabilities expanded in 2017 to include the Emerging Businesses Group, comprised of Nationwide Bank, Nationwide Pet, Specialty Insurance, Affinity sales and relationship management, Innovation and Corporate Ventures. In this capacity, he is charged with helping guide Nationwide into a next-generation insurance and financial services organization while maintaining the core strength of the brand. Through a deliberate focus on emerging businesses, technologies and startups, his team identifies new revenue sources that provide maximum value—many of which may not even exist today—to help protect and anticipate what matters most for our members and partners.

His early passion for the industry is reflected in his earning a Bachelor of Science degree in Insurance at the University of South Carolina, followed by a Master of Business Administration degree from Walden University. Always a believer in philanthropic causes, he's been active in a variety of local and national organizations, including volunteer board commitments. Williams currently serves on the board of directors for the Ad Council and the Columbus (Ohio) Regional Airport Authority, and is on the AdWeek Advisory Board. For two consecutive years in 2017 and 2018, Forbes recognized Williams as one of the World's Most Influential CMOs. Additionally, Black Enterprise named him among the Top 300 Most Powerful Executives in Corporate America and the University of South Carolina honored him with its Distinguished Alumni Award in 2018.

A native Southerner, Terrance was born and raised in the lowcountry of South Carolina. He enjoys traveling, reading and is an avid classic car enthusiast. On the weekends you can usually find him at his sons' various sporting events. He, his wife Carla and their two sons currently reside in Central Ohio.

About Nationwide

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor's. The company provides a full range of insurance and financial services, including auto, commercial, homeowners, farm and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; excess & surplus, specialty and surety; pet, motorcycle and boat insurance. For more information, visit www.nationwide.com.