



KATHLEEN (KATIE) WILLIAMS

Published works by Katie Williams

Multichannel News International, January 1998, "Europe Helps Fuel Home Shopping Boom"

As a guest columnist for *Response TV*, International Focus, Ms. Williams wrote articles including:

"Will France Capitulate to DRTV?" * "DR Taking Off in Great White North" * "Credit Card Orders Top 40% in Australian DRTV" * "Russia Poised for First Wave of DRTV Products" * "South African DRTV Parallels Europe" * "The Swedish Want Their DRTV" * "Sizing Up the Major International Players"

Articles about Katie Williams

LA Business Journal, June 24, 1991, "The Queen of Infomercials – Katie Williams has parlayed media-buying for program-length TV commercials into a boom business"

The 4th MEDIA Journal, February 3, 1992, "Buying Time That Sells: The Fine Art of Media Buying for Infomercials"

Southwest Airlines *Spirit*, October 1993, "Sell-a-Vision – from producing the shows to buying the TV time, Katie Williams keeps those 1-800 numbers ringing with love-‘em-or-leave-‘em- alone infomercials"

DM News International, January 22, 1996, "WTT Sells Direct Response Goods in 30 Countries – Expects foreign sales to soon outpace domestic"

Cover article in *Response TV*, February 1996, "Katie Williams – Strategies for Beating the High Cost of Media"

LEADERS Magazine, April/May/June 1997, "Accountable Advertising – an Interview with Kathleen "Katie" Williams"

Selling Power, September 1997, "A direct hit – With only \$2,000 in start-up capital, Katie Williams built a \$130 million TV media buying empire"

Channel 21 international, ECU Programming Report, January 1998, “Hard Sell – David Jenkinson speaks to Williams Worldwide founder Katie Williams about what America’s biggest infomercials agency has to offer European channels.”

Working Woman, May 5, 1998, “Working Woman’s Top 500 Women-Owned Businesses” ranked Williams Worldwide TV as #195.

Education/degrees

Bachelor of Science, consumer economics and nutrition, Cornell University, 1983

Awards/special accomplishments

1991 LA Business Journal “Entrepreneur of the Year Winner: Kathleen Williams”

1997 Greensheet Awards for Infomercial Excellence for Best Corporate Image-building Infomercial, presented by Jordan Whitney, Inc., 1998

Numerous ERA and NIMA awards for corporate infomercials

Speaking engagements/venues

- * Electronic Retailing Association
- * Direct Marketing Association
- * National Infomercial Marketing Association
- * European Electronic Retailing Conference
- * Asian Electronic Retailing Conference
- * Electronic Media Marketing Association
- * Housewares Show, Chicago
- * Hollywood Radio & TV Society
- * Direct Marketers Club

Ms. Williams was a founding member of the industry’s trade association (Electronic Retailing Association), and a member of its Board of Directors. She was also named “Entrepreneur of the Year” for the city of Los Angeles in 1991. Williams Worldwide was ranked in the top five woman-owned businesses in Los Angeles County by the *Los Angeles Business Journal* for four consecutive years, and was chosen by *Working Woman Magazine* as one of the top women-owned companies nationwide for two consecutive years.