

True Digital Communications' Sean Williams may be a seasoned veteran of the communications field, but he doesn't think of himself that way.

"I still think of myself as the precocious brat, not the wise, venerable old salt, so it was shocking!" said Williams of learning he was being inducted in the Measurement Hall of Fame.

"I am filled with gratitude for all of the people who supported and helped me on this journey, which turned into my life's work," Williams continued. "To be included in the Hall of Fame alongside the people who literally built the discipline of PR measurement was never something I thought possible, so my appreciation knows no boundaries."

Williams is an established professional who has had executive communications positions at several companies, including National City Bank, KeyCorp and The Goodyear Tire & Rubber Company.

Over the years, he has established a strong reputation for his expertise in public relations measurement and evaluation, comprehensive, research-based communication consulting and intranet strategy.

Williams began working at True Digital Communications in March 2017, and prior to that (from 2009-2017), he was owner of Communication AMMO, Inc. (which became part of True Digital Communications in spring 2017).

With a focus on research-based, strategic counsel and execution, a significant amount of Williams' current work at True Digital Communications is concentrated on the integrated communication planning process, as well as manager training via the Face2Face Communication Learning Program.

During the height of the financial crisis, he guided public relations measurement and evaluation and internal communication at National City Corporation, where he was Vice President of Corporate Communications.

Prior to that, he worked at The Goodyear Tire and Rubber Company, where he served as manager of Editorial Services. In that role, he was tasked with internal communication and video production, photography and event production management. During his tenure there, he guided the team that rebuilt the corporate intranet, utilizing editorial content from across the globe. He was also the primary internal communication consultant to the company's senior leadership.

A member of the Institute for Public Relations' Commission on Measurement and Evaluation, Williams has published three research papers examining the PR measurement program of a major financial company, internal communications and social media.

An adjunct professor at Kent State University, he also manages a project for the Institute for Public Relations on Internal Communication Measurement Standards.