

Angela "AJ" Williams

Public Board Director & Compensation Committee ♦ Meta Product Privacy Strategy Leader

Guiding Sustainable Portfolio Scalability Via Technology, Product Strategy, Data Privacy, Policy & Safety



BOARD SERVICE

Games & Esports Experience (GEEEX),
Director, Comp. Committee, Jun 2022–

Deckstr Advisory Board, 2019 – 2022

Chloe Kristyn, Advisory Board, 2018 –Present

SOOFA Ranch, (Nonprofit), 2021 – Present

BOARD COMPETENCIES



INDUSTRIES & MARKETS

Tech ♦ Software ♦ Gaming ♦ AI/VR/XR/AR

Consumer Products (CPG) ♦ Retail

Cosmetics/Beauty ♦ Mental Health/Wellness

Education/EdTech ♦ Vendor Outsourcing

Transportation & Logistics

FEATURES & THOUGHT LEADERSHIP

Nasdaq: [Black Women on Boards Rings the Nasdaq Stock Market Opening Bell](#)

Speaker: [AI Summit, 2021](#); [Women In Law](#)

CONTACT

aj@ajwilliams.co ♦ LI: [ajwilliamsco](#)/ ♦ [Web](#)

Meta Product Privacy Strategy Executive, Public Board Director, Ex-Google, Ex-Microsoft, Ex-Dell Leader. International business executive whose 15 years of technology, strategic operations, portfolio management, innovative partnership structuring, and policy thought leadership has delivered sustainable scalability and revenue growth across multi-billion dollar portfolios for top 5 technology leaders. Steers companies through social, political, and economic challenges via strong background in consumer brands, B2B, regulatory compliance, and legal expertise.

Recognized for identifying hidden value across industries, disciplines, and business models – guiding Product, Strategy, Marketing, GTM, Partnerships, Customer Experience, Vendor Strategy, and Privacy/Trust & Safety. Enables companies to push technology boundaries with a “responsible innovation” approach that optimizes user experience, operations effectiveness, and P&L results.

BOARD VALUE IMPACT

- **Public Board Governance** – Advises online gaming thesis-driven C-SPAC **GEEEX** on building/expanding platform, maximizing monetization/revenue models, building global “social/safe community,” and regulations. **Comp. Committee.**
- **Portfolio Governance & Growth** – Governed a **\$3B software portfolio at Dell Computers**, including the security software and Alienware gaming portfolio.
- **Digital Product & Privacy**– **Established the Metaverse Trust function and lead privacy strategy** for across the iconic social network Horizon Worlds, in the Metaverse. Guided Meta’s Reality Labs across Extended Reality (XR) products and privacy, building user privacy-centric “social-safe communities.”
 - ✓ **Guided policies for Google Assistant** to protect user privacy/misinformation, and to promote diversity within ML datasets and content moderation.
- **Private Boards** – Guide elevated work clothing brand, **Chloe Kristyn**, on strategy, operations, optimizing manufacturing/vendors, and partnerships. Advised **Deckstr** on partnerships and 1/3/5-yr GTM rollout of 3 products.
- **Portfolio Strategy** – Led **Microsoft’s Azure IP portfolio** – digital strategy, sourcing, software licensing. Mitigated technical risk, ensuring data center and vendor operations for a **\$12B+ portfolio** (run rate) and 113% growth, 2016.
- **Operations** – Guided Ops across Gmail, Hangouts, Drive, YouTube/Kids, Chrome, Android, and App Store. Led vendor outsourcing internationally.
- **Strategic Partnerships** – Guided/structured partnership deals with **Steam, SonicWALL, McAfee, Facebook, Rakuten, Accenture, Cognizant**, and others.
 - ✓ **Facilitated Dell’s partnership with Facebook** for Dell’s mobile phone – brought FB to the table leveraging Dell’s SMB stronghold/FB SMB focus.
- **Tech Policy Expert** – Advised on **Google election integrity policies**, aligning user experience and abuse reduction in ads ecosystem for US, Canada and EU.
 - ✓ Developed privacy principles for Horizon Worlds to better help product managers in the innovation and development process.
- **Global Building/Scaling** – Opened new call centers globally (Google) in India as well as one serving [Europe, Middle East & Africa](#), in Portugal, creating 500 jobs.
- **Digital Expert** – Metaverse, Responsible Innovation, Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), and Machine Learning (ML).

BOARD SERVICE

BOARD DIRECTOR ♦ **Games & Esports Experience (GEEX)** ♦ *Gaming industry, thesis driven C-SPAC.* **Jun 2022-Present**

Compensation Committee Member. Advise on building/expanding an online gaming platform, maximizing revenue models, creating building “social/safe global community,” regulations, and compensation as

ADVISORY BOARD MEMBER ♦ **Deckstr** ♦ *Professional development platform for wellness/personal growth.* **2019-2022**

Guide private company on strategy, strategic partnerships/structuring, and 1, 3, and 5-year GTM plans for rolling out 3 upcoming products.

ADVISORY BOARD MEMBER ♦ **Chloe Kristyn** ♦ *Brand redefining contemporary dress code with elevated pieces.* **2018-Present**

Advise on strategy, partnerships, and strategic operations, including optimizing manufacturing, vendors, deal and structuring/commercialization. Guide CEO from concept to identifying vendors, agreement structuring, and operations.

PROFESSIONAL EXPERIENCE

Meta (Nasdaq: META) ♦ **PRIVACY PRODUCT STRATEGY** ♦ *\$117B+ Technology conglomerate.* **2021-Present**

Serves/advise on product, product privacy, and user experience for Horizon Worlds in the Metaverse. Partners across development labs and AI teams, guiding user-friendly devices/experiences that make people feel closer, pushing tech boundaries while ensuring responsible innovation at the forefront via user privacy and child safety.

- **Advise on building social user communities across XR** (combination of *Augmented Reality (AR)* and *Virtual Reality (VR)*), while establishing policies/protocols that mitigate user risk and promote child-safe environment.
- **Guides Reality Labs’ privacy product strategy**, partnering with product managers, engineers, and cross-functional Meta partners to align on technical solutions and public policy considerations governing the next generation of products and research being developed across Reality Labs.

Google ♦ **POLICY ADVISOR, TRUST & SAFETY (AI & PRIVACY)**, 2018-2021 ♦ *Top 5 technology leader.* **2016-2021**

GLOBAL VENDOR OPERATIONS STRATEGY, 2016-2018

Guided cross-functional Google teams in developing product policy for Google Ads as well as Google products leveraging Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR). Partnered with Product, Marketing, Strategy, Partnerships, Customer Service, and Trust & Safety on technical metrics, product innovation, vendor outsourcing, key strategic partnerships, and driving P&L results across Google.

- **Guided Operations across key products:** Gmail, Hangouts, Drive, YouTube, YouTube Kids, Chrome, Android, App Store // **Policy:** Ads across Search and YouTube including Election Integrity, Terrorists Groups & Dangerous Organizations, Healthy & Wellness.
 - ✓ **Advised on Augmented & Virtual Reality for Google AI** products and features, and on privacy for **Google Assistant**.
- **Advised on election integrity** – guided alignment on policies to improve customer experience, reduce abuse in the ads ecosystem, and protect user trust, while including voices across all internal Google functions and external experts.
 - ✓ **Pivotal Google election integrity contribution:** [Google banning political ads for Canada election](#); [helping Canadians make informed decisions](#), and [tightening political ads/policies for 2019 EU Elections](#).
- **Developed strategic policies** protect user privacy, promote diversity within machine learning datasets and content moderation, and protect users from misinformation on the internet.
- **Built out vendor call centers globally** – opened new center in India as well as one serving [Europe, Middle East & Africa](#), operated in Portugal, creating 500 jobs.
- **Steered risk mitigation, compliance and safety** by partnering with Google’s vendors in India to reduce critical attrition of female call center operators via a return to work program for new mothers. Partnered with service to provide safe, late-night employee transportation (population ~75% women), and established cross-training program.
- **Transformed partnership structuring** – from contracting process, technology auditing, and outsourcing to automating process end-to-end, delivering high efficiency and auditability while reducing risk through consistency.

Microsoft (MSFT) ♦ STRATEGIC SOURCING & SOFTWARE LICENCING ♦ Fortune 21, \$198B+ technology leader. 2015 – 2016
Led digital strategy, sourcing, and software licensing across the entire Microsoft Azure’s IP portfolio. Mitigated technical risk by ensuring access to data centers and structuring licensing rights with vendors for a **portfolio that grew 113% in 2016**, with commercial cloud annualized **revenue run rate exceeding \$12.1B.**

FleetPride (TPG Portfolio Co.) ♦ STRATEGIC SOURCING & OPERATIONS ♦ Distributor of truck/trailer parts. 2013 – 2015
Steered strategic operations and indirect sourcing, identifying hidden value and cost savings across ~ 300 stores for the nation’s largest distributor of aftermarket truck and trailer parts/service.

- **Navigated complex, 3-sided vendor/client structure** to reduce largest company spend, waste management (WM). Maneuvered delicate relationships/pushback to source new vendor as WM companies were also FleetPride customers.
- ✓ **Generated \$2.5M in savings**, influencing 250/300 stores to new vendor; ultimately moving TPG portfolio of key customers (Petco, Ceaser’s Palace, etc.), not only reducing costs but also creating higher efficiency, enabling measuring/tracking recycling efforts.

Dell Computer ♦ PARTNERSHIPS & SOFTWARE LICENSING ♦ Fortune 31 \$101B+ computer leader (2022). 2010 – 2013

Owned \$3B portfolio including the security software and Alienware gaming portfolio, revenue generation and spend.

Led revenue growth, strategic partnerships and structuring, go-to-market (GTM), and revenue share model. Led partnerships across gaming, social, & security – structuring several types of partnership, GTM and marketing agreements.

- **Delivered partnership with Facebook for Dell** for Dell’s newest product (mobile phone) – overcame FB’s resistance to partnership discussions with Dell and brought them to the table leveraging Dell’s stronghold on SMB market and FB’s focus on SMB market via “Facebook for Business” rollout. **Innovated creative win-win partnership.**
- **Led Dell’s \$2.4B SonicWALL acquisition** to expand its security software portfolio across SMB and enterprise offerings.
- **Uncovered/delivered hidden value**, introducing more unique/cross-functional partnership structures in addition to Dell’s revenue share model. – Leveraged SMB market foothold to improve partnership power with software app providers included on Dell phones and laptops.
- **Delivered additional marketing development** funds for software partners to promote their brands on Dell products. I negotiated gaming deals for Alienware as

SoVain Cosmetics, LLC ♦ CHIEF STRATEGY OFFICER ♦ Natural hair and body product line of 15 skus. 2011 – 2016

Launched/led natural hair and body product line consisting of 15 skus. Oversaw all aspects of operations, product development, social media, sales and marketing, HR, legal and accounting. Established brand/celebrity partnerships, driving sales and social media presence. Led growth strategy and secured distribution online and with local retailers.

Earlier: International Paper (NYSE: IP) ♦ COUNSEL ♦ \$20B and largest pulp and paper company globally.

EDUCATION

Doctor of Law (J.D.), University of Tennessee College of Law, 2006

MBA, Howard University, 2010

International Studies, Kanda University, Tokyo, JA and Bocconi University, Milan, IT

BA, Sociology; Anthropology, with honors, Spelman College, 2003

VOLUNTEERING

TEDXSeattle, Speaker Committee, 2015-2016

Independently organized TED event where, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.

Global Glimpse, Global Leadership Council, 2017 – 2019

Education nonprofit providing life-changing global education to high school students from all socioeconomic backgrounds.