

## **DESI WILLIAMSON – BIOGRAPHY**

After 20 years as a corporate sales and marketing executive, Desi Williamson has gone on to become a successful entrepreneur, real estate investor, motivational sports coach, restaurateur, author, and speaker. Through his many business and life experiences, he has learned what it takes to achieve your dreams, especially during turbulent times.

In 2009, when many businesses were shutting down, he was starting them, providing jobs and opportunities for people in his community. In 2010, the first of three Dickey's Bar-B-Que restaurants (a franchise based in Dallas) opened in Minneapolis. His Impact!! Restaurant Group, LLC is looking to expand to as many as ten locations in the next five years; and his real estate investment company, Impact!! Investment Group, LLC, provides housing, commercial space for small businesses, and employment for contractors, vendors, and related operations.

Since 2007, Desi has worked as a consultant alongside head coach Brad Childress of the Minnesota Vikings, as the NFL team's motivational coach. In this role, he provided inspirational speeches and peak performance strategies to help the team improve from a 6-10 record, to two consecutive Central Division Championships, and the NFC title game, just one step from Super Bowl XLIV.

After surviving the mean streets of St. Louis as a child, a successful career with Johnson & Johnson, PepsiCo, Rain Bird, Dr. Pepper/Snapple, Johnson Wax Company, and a Hall-of-Fame professional speaking career, Williamson had a serious fall in 2005 and broke his neck in two places. Along the path from paralysis to recovery, he discovered new perspectives and was inspired to write *Where There's a Will, There's a Way: Succeeding in the Face of Turbulent Times*, published in 2009. The title of his other book is *Get Off Your Assets: How to Deal with the Challenges of Life—and Win!* He is dedicated to showing people how to do more than just survive turbulent times - he shows them how to thrive despite their adversities!

Desi has mastered the art of transferring energy to empower people. The results of his insightful and motivational keynotes, half, or full day workshops, ignite teams to raise their level of performance, develop a culture that cultivates strong leaders, and shifts people's mindsets from being victims of circumstance, to masters of change. He has spoken for many Fortune 500 companies, industry associations, professional sports teams, and is consistently offered encore performances, because his programs are uniquely customized to fit the organization, industry, and current market trends. This ensures an immediate impact to the audience and a high return on investment for his clients.