



Sally M. Williams

Consultant – Technology Development and Commercialization
UMKC Small Business and Technology Development Center

Sally Williams is an entrepreneurial leader with exceptional ability to identify, develop, and commercialize new products/technologies. She has more than 30 years of management experience spanning a wide range of innovation and marketing positions with Bayer Healthcare, Kimberly-Clark Corporation, Ralston Purina Company, Frito-Lay, Inc., and ALCOA. She has successfully led businesses from start-ups to nationally-known brands, including leading development and commercialization of more than 100 new products that collectively generated more than \$1 billion in Year I revenues. Throughout her career Sally has produced impressive revenue, market share and profit growth through innovative ideas, insights, products, and relationships.

Today Sally uses her knowledge and experience in management and innovation to assist entrepreneurs. She is a Consultant in Technology Development and Commercialization at the Missouri Small Business Development Center (SBDC) at the University of Missouri – Kansas City. Through the UMKC SBDC she counsels/coaches start-ups and small businesses and facilitates adult learning and course training for private sector entrepreneurs, multi-disciplinary research faculty, and university students. Sally assists on all aspects of technology development and commercialization including product development, value proposition, business model canvas, production/manufacturing/logistics, distribution channels, marketing plan, financials, and accessing seed and venture capital and grant funding. As Lead Technology Counselor for the Missouri SBDC, Sally specializes in training and assisting Missouri SBDC counselors across the state and their entrepreneur clients with best practices in technology commercialization and Federal SBIR/STTR grant proposals.

Sally was the recipient of the 2021 State Star Award from America's SBDC and the Missouri SBDC for outstanding work performance, significantly contributing to the organization's economic development efforts, and showing a strong commitment to small businesses.