

Brent Williams, CSI, CDT
Candidate – Institute Secretary



Year Joined CSI:	2004
Home Chapter:	Knoxville
Firm:	Archteva, LLC
Occupation/Position	CEO/Chief Fusion Evangelist
Email:	brent@archteva.com
Education:	University of Tennessee School of Architecture & Design 1980-85
Professional Registrations, Licenses and Certifications:	CDT, USA Cycling Race Mechanic's License
CSI Awards:	CSI Service Commendation, 2009 Knoxville Chapter President, 2006 GSR Membership Chair, 2007 Institute Membership Committee, 2008 Eugene Wetzel Award, GSR, 2012 Multiple Chapter Awards Speaker at Institute, Regional and Chapter events President's Commendation - 2010 - Founder of CSINext
Other Professional/Civic Organizations and Awards:	President, BOMA Knoxville, 2014-2015 Membership Chair, Entrepreneur's Organization, Knoxville -2013-2014 President, Powell High Band Boosters, 2006-2007 Speaker to BOMA, IFMA, IREM, DHI and other industry groups
Current/Previous Experience as a Board Member for Organization(s) other than CSI:	Co-Founder/Vice President/Director of Professional Development, Professional Bicycle Mechanics Association - 2016-2017 Charter Board of Directors, Professional Window Film Dealers Association - 2014-2016 Board of Directors, BOMA Knoxville, 2013-2015 President - BOMA Knoxville, 2015-16

Candidate Statement:

As an architectural product rep & business owner involved in the A/D marketplace for over 36 years, I am acutely aware of the role that efficient communications and innovative problem solving play in operating and growing an organization such as our Institute. The A/D marketplace is rapidly evolving and the deployment of communication technologies is accelerating.

I am uniquely qualified as a mass communicator on behalf of CSI, having taught Social Marketing and leading the team that created CSINext, the Institute's Virtual Chapter. I feel a particular calling to help the Institute continue to reach it's stakeholders and build new systems and tools going forward.

What leadership skills do you possess that you could apply as a member of CSI's Board?

As the informal "Social Media Educator" on behalf of the Institute from 2008 thru 2012, I've had the opportunity to speak and network with membership through many local chapters, Region Conferences and at the Institute itself.

These engagements have been invaluable in allowing me to stay abreast of Institute membership while also giving me the opportunity to give back to CSI by teaching marketing techniques and Social Media skills.

What skills and experience make you uniquely qualified for the position for which you are a candidate?

My business background has positioned me to leverage my experience against communication and strategic planning. In addition, my board and executive committee roles have given me a solid background in organizational planning, networking and team-building.

The role of the Secretary of the Institute is one of being a prime communicator on behalf of the board, and my experience in media and education has ideally placed me in this position to be able to help chart a brighter future for our Institute.

What do you think should be changed about CSI or what changes would you make? What shouldn't change about CSI?

CSI is an association built on communication and the exchange of information. As Secretary, documentation and communication is at the heart of the job description.

I will constantly review and seek ways to improve community, communication and connectivity, between our membership and the entire industry. No matter the level of service that is currently being delivered, today's digital landscape changes daily and the ability to integrate communication methods, tools and styles should also change based on that landscape.

The one thing that I will never change is the underlying foundation that is the connections and relationships built between our members. Again, communication here is key and I will strive to build on these connections.

What do you see as critical to CSI's future success?

Critical to the success of any organization that revolves around the connection of people by technologies, is the willingness to be continually adapting, teaching and evolving.

CSI Must create systems, teams and methodologies that allow it to research and stay ahead of even the most bleeding edge technologies & organizations, in order to be seen and stay relevant as the leader in connectivity and communication within the industry.