

Rob Williams

Business Concierge at University of Northern Iowa

Cedar Falls, IA, US

Business Analyst, University of Northern Iowa | Connect Entrepreneurs w/ Services & People to Help them Start or Grow

Biography

Rob Williams is a Business Analyst at the University of Northern Iowa Regional Business Center and the Business Concierge at MyEntre.Net, Iowa's online community for small business and entrepreneurs. He conducts complex secondary market research for Iowa's small business community, serves as the online host of MyEntre.Net's bi-monthly business webinars and delivers classroom and online workshops on business and technology topics. Since 2010, he has managed the search engine optimization and social media marketing strategy of the MyEntre.Net community which has grown its membership to 11,000 during that time. Prior to his current role, Williams served as a small business consultant for the UNI Small Business Development Center. As an SBDC consultant, Rob met regularly with small and mid-sized business owners and pre-venture entrepreneurs, providing technical assistance on a variety of business topics, including marketing, sales, finance and core business strategy. Williams attended the University of Northern Iowa, earning a BA in Public Administration in 2008. He is one of only a handful of individuals certified by the National Economic Gardening Institute in both New Media Marketing and Market Research. He is a 2010 graduate of the Heartland Economic Development Course and is a member of the Professional Developers of Iowa (PDI). He graduated magna cum laude from the University of Northern Iowa in 2008 earning a degree in Public Administration with an emphasis in Community & Regional Development. ----- More information can be found at: <http://www.rob-williams.biz> ----- E-Mail: rob.williams@myentre.net Phone: 319-273-4333 Online Chat: <http://bit.ly/pgWnna> ----- I post the best content I find in the Iowa Small Business Owners LinkedIn Group. Please join us there at: <http://linkd.in/O4jX5p> -----

Industry Expertise

Social Media, Business Services, Market Research

Areas of Expertise

Market Research, Business Counseling, Economic Development

Affiliations

University of Northern Iowa, IASourceLink, MyEntre.Net, Dream Big, Grow Here

Education

University of Northern Iowa

BA Public Administration: Community & Regional Development Political Science

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