

Lizette A. Williams '97

2022 ALUMNI SHIELD RECIPIENT

The Alumni Shield award celebrates early achievement by a Brooks alumnus/a within 25 years of leaving Brooks. The concept of this award developed from the interest of the Alumni Board to recognize a member of the Brooks community who, through the devotion of his/her resources, has had significant accomplishments in the field of his/her endeavor.

Lizette Williams is the global head of vertical solutions marketing at Meta, where she leads a global marketing team tasked with developing the business marketing strategy and approach across seven industries, including consumer packaged goods, retail, gaming and ecommerce. This combination of platform and digital work allows her to drive cultural relevance and impact on a broader scale.

“One of the most noteworthy moments I have had in my career is realizing that my authenticity as a young woman of color is, in fact, my superpower and not a liability,” Williams told AdWeek. “When I leaned into my authentic self instead of pretending to embody what the world tells us a ‘corporate professional’ should look, speak, and act like, my career took off.”

Williams is the second in her Afro-Latino family to graduate from high school and the first in her family to go to college. She received her bachelor’s degree in economics and political science through a joint program between Columbia University and the London School of Economics. She subsequently received her MBA from the Kellogg School of Management at Northwestern University.

She previously worked in major marketing roles for McDonald’s, Kimberly-Clark Corporation and PepsiCo. Among many accolades, Williams notably was inducted into the American Advertising Federation Advertising Hall of Achievement, the premier industry recognition for leaders under 40 who are making a significant impact in the industry and their communities.