



For Immediate Release

CONTACT: Marty Fischhoff
248-305-3729
mfischhoff@dptv.org

Marketing Leader Ashley M. Williams Named to Detroit Public TV's Board of Trustees

DETROIT (July 7, 2021) – Detroit Public Television's Board of Trustees elected Ashley M. Williams, CEO of RIZZARR, as its newest member.

"It is an honor to welcome Ashley to our board," said Rich Homberg, president and CEO of Detroit Public Television (DPTV). "With her keen understanding of how to reach a younger demographic, she will help us in our ongoing efforts to engage an ever wider and more diverse community as we tell the unfolding story of Detroit and Southeast Michigan."

Williams is a leading Millennial and Gen Z content marketing strategist, spokesperson, consultant and global speaker for brands that want to reach younger generations.

She is the founder and CEO of RIZZARR, a tech-enabled content marketplace, in which brands can find and work with more than five thousand Millennial and Gen Z content creators worldwide.

The name RIZZARR stems from the Spanish word "rizar," which means "to ripple," as the company's work is based on the idea of the ripple effect in empowering content creators to share their thoughts and make an impact that spreads globally.

In addition to overseeing RIZZARR, Williams moderates or speaks at gatherings around the world for entities such as the U.S. Department of State, traveling to U.S. embassies and consulates. She also hosts a video and podcast series called "The Ripple Effect of You."

Before becoming an entrepreneur, Williams was an award-winning journalist. Most recently, she was a multimedia journalist and host on USA TODAY Network's "Nation Now." She also helped to oversee the network's video series, "Inspiration Nation."

Prior to that, she worked at WBAL Radio as a multimedia reporter and web producer. She also was part of the News Associates Program at NBC News, working for the "Today" show, "theGrio" and MSNBC's "PoliticsNation" with Al Sharpton.

Williams has been recognized by Forbes on its inaugural “Next 1000” list, DBusiness Magazine in its “30 in Their Thirties” list, Corp! Magazine with its Millennial Award, BLAC Detroit magazine in its annual celebratory entrepreneur list and the National Association of Black Journalists as the 2011 Student Journalist of the Year.

Williams graduated with honors from the University of Southern California, earning a B.A. in broadcast and digital journalism as well as minors in international relations and Spanish. She lives in Detroit.