



Jerome Williams

Biographical Information

The **Jerome Williams Brand** is about character, determination, discipline, dedication, leadership, triumph over adversity, grace, charisma, family, success, spirituality, credibility and likeability, and that's the Doggpound's short list. The attributes that embody the Jerome Williams Brand resonate with a wide ranging audience and fan base. More than just an incredible athlete, as a person, Jerome recognizes the powerful influence he has had on consumers and embraces the responsibility that comes with being considered a fan favorite and role model.

The Jerome Williams Brand, whether it was on the court, in the community or in business associations, when JYD makes a promise, he consistently, readily delivers on that promise.

Jerome Williams image as a **world class athlete, ultimate team player and fan favorite** is well established by his Georgetown University Raymond Medley "Student Athlete Award", 1996 NCAA Big East championship, 1995 USA World Collegiate Team nomination, nine year NBA career, 1st NBA player to be a Top 10 Rebounder who avg. less than 22 mins., 2000 "Good Guys of Sports Award" and countless other honors and awards.



Jerome Williams image as a **philanthropist is evidenced by his tremendous contributions to community** through his JYD project that was established in 1997 in Detroit. The values he learned and the encouragement he received from his parents at an early age are truly reflective in the way he attacked educational issues within our school systems. He was the only 2nd player in NBA history to be named community ambassador in 2006. What Jerome Williams has done in the community alongside his brother Johnnie at such a young age is just as remarkable as his achievements on the basketball court.

Jerome's image as a successful **businessman is recognized by his ability to connect emotionally with a wide audience** through his brand attributes. From redesigning the latest automobiles for some of the largest automakers, executive producing hit TV shows for MSG network, to producing educational music for kids, Jerome has proven that he is an impact player in business and is celebrated by corporate partners for setting high standards and diligently working hard to surpass expectations.

With his **dedication and determination** on the court, in the community and in business, Jerome Williams has an ability to make a message heard.