



## **JODY WILLIAMS, Bsc.**

**International Marketing | Chief Marketing Director | Building Teams |**  
**BelizeHotSauce | Leading & Empowering | Belizean Flash**

**“Growth through the effective use of Sales and Marketing is my passion. Getting a unique Belizean product into the hands of millions is my calling. Empowering a team to do the above provides me with huge gratification and achievement”.**

Jody Williams is the avid International Sales and Marketing Manager of Belizean World Renown Habanero Pepper Sauce Company, Marie Sharp’s Fine Foods Ltd. At Marie Sharp’s, Jody has the single honour to represent the company in all of its Sales and Marketing Operations in Belize and Globally since 2009. He directs all sales and marketing strategies, overseeing the growth of niche and general markets, consumer and field marketing activities, advertising, public relations, and e-commerce. Jody also manages the global sales portfolio.

In fact, Jody has been selling most of his life. From the tender age of 5 Jody has participated and helped out his grand mom, Marie Sharp in many local sales shows across Belize.

Previous to his career Jody graduated from St. John’s College with an Associate’s Degree in Business Administration and later a Bachelor’s Degree in Marketing from Galen University. Now a 11 year veteran in Sales and Marketing Jody is also involved in Shipping and Logistics, Contract Administration, Customer Service & Complaint Management and part of the HACCP team at Marie Sharps. His future vision is to continue growing in his career, the MS brand and be an integral part in the growth of Belize.

The Marketing field in Jody’s view is where all the excitement and innovation takes place since ideas come to life in order to fulfil the needs and wants of his clients. To Jody, Active Listening,

a Positive Mind-set, and Communication is very important in today's business environment. According to him, with a little bit of luck and patience and a lot of hard work, energy and perseverance anything is possible.

### **Achievements**

- **Built and increased the export market share and revenue by more than 60% by specifically growing the export market to surpass the local market share in 5 years by creating closer partnerships with global partners and developing ambassador and social media programs to build MS brand.**
- **Strategically creating a US-BZ partnership with a US partner to create a Marie Sharp's Office in North Carolina that would sell, promote and build Marie Sharp's brand nationwide and increase sales to key accounts like Amazon, Kroger's, Stop and Shop and Supermarket chains.**
- **Established new markets in the Middle East (Kuwait, Lebanon, Egypt), Africa continent (Marie Sharp Africa Partner) and growing Asian countries like Singapore and Malaysia, and Scandinavian European nations.**
- **Work closely with Belize City warehouse to provide the best service for Belize**
- **Research and Development proposals and actions, products like Pure Mango and Garlic Habanero were created and have become favourites worldwide.**

At the age of 34, Jody has established himself not only in his career with Marie Sharp's but also in trying to giving back to others with creating a positive presence and becoming an influencer. Jody spends a lot of time giving free advice and also being a guest speaker for young people and entrepreneurs.

In his spare time Jody enjoys some Sea and Nature bathing, sports training, traveling, and also eating natural products like dark chocolate, fruits and veggies. Jody is also known as the "Belizean Flash" since he is our local Semi-Pro triathlete and the only Belizean World Championship Qualifier in long distance triathlon. Jody is happiest with his wife Angela raising their two sons Danilo and Brandon in the beautiful Stann Creek Valley area of Belize. He also credits his parents and family who has moulded him to the person he is today.