



Terri Broussard Williams

Terri believes leaders turn moments into movements. Throughout her accomplished career as a broadcast journalist, lobbyist and American Heart Association leader, Terri has turned public and community service into a professional art form that has positively impacted thousands of lives.

Building communities and giving back has been in Terri's blood long before she was born. Spanning back generations, Terri comes from a long line of community leaders who cared so passionately about their communities that they spearheaded movements. Her grandparents orchestrated the building of a new church when they saw their community desperately needed one. Years later, when the church tragically burned in a fire, Terri's father mobilized the community to rebuild it.

Most individuals remember when they discovered their passion, but for Terri, it was a fire burning inside of her for as long as she could remember. She grew up volunteering and helping her parents extend southern hospitality to foreign exchange students, college students and faith-based professionals.

Upon graduation from Louisiana State University, Terri took on two different broadcasting positions before deciding to move into politics. Fundraising was one of the many skills Terri developed in her next position, as a capital campaign coordinator at a local children's museum. After a year, Terri accepted a new position as communication director for the Alex

Sanders campaign for U.S. Senate. Despite a hard-fought campaign, Alex didn't win the seat and Terri decided to pursue becoming a lobbyist.

Over the next decade, Terri would make her career home at American Heart Association, realizing her dream of making significant, community-shifting outcomes in her home state, and later to surrounding states. Terri counts some of the most significant pieces of legislature passed as some of her accomplishments, including The 2006 Louisiana Smoke-Free Air Act pass, one of the biggest defining moments in her career at the age of 28. Terri has also had her hand in passing legislation that removed junk food from school vending machines in Louisiana, requiring physical education in K-6 in several states, helping get stroke victims to hospitals faster in New Mexico, among many others.

Terri's achievements have been recognized significantly within the American Heart Association over last 14 years. In just her first year, she received the Rome Betts Award, the highest staff accolade awarded nationally to an AHA employee in each department. She has also earned recognition as Affiliate Manager of the Year and received other awards for cross-team collaboration and mission champion.

Terri is extremely invested in volunteering. Terri is currently a board member for The Association of Junior Leagues International, Louisiana State University National Diversity Advisory Board, Austin Area Urban League, I Live Here I Give Here and 20/20 Leaders of America. The organizations she supports include Leadership Austin, Concordia University, Giving City's Advisory Board, The Junior League of Austin and the American Red Cross – as well as numerous positions in Lafayette, LA, and Columbia, SC, prior to arriving in Austin.

Today, in addition to her responsibilities at AHA, Terri is focused on paying it forward – encouraging and building up others who want to make their own movements.