

As Seen In

*O, The Oprah Magazine, Entrepreneur & Fortune*

Leading  
Women  
in Business:

TAMPA

## CORE VALUES DEFINE TAMPA BUSINESSWOMAN'S SUCCESS

**Renée W. Vaughn uses her core values of integrity, sincerity, honesty, and respect every day in advancing her greatest passions: her company and clients, The University of Tampa—where her husband is president—and her philanthropic efforts.**

### WILLIAMS CONSULTING GROUP

President of Williams Consulting Group since 2003, Vaughn uses her experience in community and public relations to help clients leverage their brand in the community and their industry. Sometimes that means helping businesses nurture and sustain business growth. Other clients may be new CEOs in the area or businesses that are seeking to expand their footprint. All want to be more engaged in the community—and want others to know about it.

“The first step,” says Vaughn, “is to always determine clear, honest expectations with the client and to help them visualize results.”

Vaughn specializes in media relations, internal and external communications, and creating community partnerships.

### FIRST LADY OF THE UNIVERSITY OF TAMPA

Vaughn has been involved with the University for 22 years, and her involvement has increased since she married its president, Ronald L. Vaughn, eight years ago. Her responsibilities in this role include everything from donor relations, hosting and attending various events to interfacing with faculty, staff, and students.

“The University is such an integral part of the Tampa Bay area,” says Vaughn. “It has been transformed under Ron’s leadership, and it is exciting to play a role in its growth and future and the lives of our students.”

### PROUD PHILANTHROPIST

Vaughn’s philanthropic work is deeply rooted in compassion for other women. She is the current chair of the Circle of Red for the American Heart Association, an ambassador for Dress for Success, a volunteer for Women of Distinction for the Girl Scouts, and mentors numerous students and young professionals.

Vaughn embraces opportunities to give back meaningfully to the community. “I’ve been very fortunate in my life, and I take to heart the quote ‘to whom much is given, much will be required,’” she says. “I’m just doing my part.”



## REINFORCING RELATIONSHIPS IN FIVE MINUTES A DAY

**If Renée W. Vaughn were to give you one bit of professional advice, it would be this:**

“I encourage everyone I work with—clients, protégés, and friends—to set aside a few minutes every day to write someone a note, preferably handwritten. Thank a lunch companion for their time, let someone know you are thinking about them, or share a news item you know will be of interest. Brief is better. It will leverage your personal and professional brand and strengthen the bonds of relationships. My favorite quote by John Keats: ‘Touch has a memory.’”

williams  
consulting group

405 S. Manhattan Avenue  
Tampa, FL 33609

813-416-4146

[williamsconsultinggroup.com](http://williamsconsultinggroup.com)