

Timothy (Tim) Williams, MBA serves as the Marketing Consultant for Heart Compression Resuscitation (HCR), providing strategic guidance on marketing, commercialization, and business development. An accomplished executive, entrepreneur, and former healthcare leader, Tim brings more than three decades of experience spanning emergency medical services, healthcare education, sales leadership, operations, and organizational strategy.

Tim is the Founder and President of the 110 Group, a management consulting firm that helps organizations improve performance through strategic planning, leadership development, organizational effectiveness, and business growth. He is also the owner of Outdoor Lighting Perspectives of Greater Albany, where he has successfully built and grown a premium outdoor lighting business serving residential and commercial clients throughout New York's Capital Region. His diverse executive experience enables him to help innovative companies transform ideas into sustainable, market-ready businesses.

Prior to his consulting career, Tim spent twenty years with the American Heart Association's Emergency Cardiovascular Care Division, serving in a variety of leadership roles at both the regional and national levels. He began his career with the Association in Rhode Island as Director of Emergency Cardiac Care, where he helped launch one of the nation's first statewide law enforcement public access defibrillation initiatives. He later served as National Director of Sales, leading business-to-business and business-to-consumer sales of CPR, simulation, eLearning, and healthcare education products across multiple industries. In his final role as National Director of Operations and Quality, Tim led operational excellence initiatives supporting more than 3,200 Training Center business partners and over 400,000 CPR instructors throughout the United States.

Before working at the American Heart Association, Tim served as a municipal Fire/EMS Lieutenant and Training Officer. Passionate about improving emergency medical care through education, he was a licensed EMS Instructor-Coordinator, teaching EMS programs for fire departments and EMS agencies throughout Rhode Island. He also served for more than a decade as an EMS State Examiner for the Rhode Island Office of Emergency Medical Services.

Tim earned a Bachelor of Science degree in Biology and Chemistry from Rhode Island College and a Master of Business Administration from the University at Albany (SUNY). He also served honorably in the United States Naval Reserve as a Hospital Corpsman assigned to the United States Marine Corps, attaining the rank of First-Class Petty Officer. An active community leader, Tim serves in a variety of volunteer leadership roles supporting veteran, business, and nonprofit organizations.