

**Ryan Williams, ABC, MC
Vancouver, BC**

Ryan Williams is passionate about communication measurement. His leadership has expanded technical knowledge of communication-related research for practitioners, and influenced the understanding of its importance by management and leaders.

Ryan has been an IABC volunteer at local, national and international levels. He was a trustee of the IABC Research Foundation, where he contributed to a refocusing of the

foundation's research initiatives. He chaired the research committee of the IABC International Executive Board.

He has been an evangelist for higher standards in communication, earning Gold Quill, Silver Leaf and other awards for employee engagement, sales communication, e-mail education, internal communication and social media strategy. As one of his supporters says: "Ryan's commitment to research-based communication is influencing the way communicators everywhere determine how to approach communication challenges and then evaluate the effectiveness of their work."

Ryan is a frequent speaker at IABC's international conferences and at local chapters. He has also established a long list of organizations outside the communication profession to which he brings our message: Research-based communication strategy and the ability to effectively measure outcomes.

Ryan has been exceptionally active in his local community—acting as a youth director for a local church, participating in election campaigns at municipal, provincial and federal levels, and coaching high school football for 12 seasons. He is also one-half of the first father-son team to be named master communicators. His father, Tudor, was named a master communicator in 1989.

"I have known each of these three professionals for many years," Bergman said. "I was delighted when the selection committee endorsed their nominations. They bring credit to our profession and serve as an inspiration to us all."

The IABC Master Communicator designation is the association's highest honour in Canada. It recognizes outstanding career achievements, contributions to the communications profession, thought leadership, teaching and writing in communications, service and leadership in IABC, and contributions to the community. Master Communicators are nominated and selected by their peers.