



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY, TRADE AND ECONOMIC DEVELOPMENT

2001 Sixth Avenue Suite 2600 • Seattle, Washington 98121-2895 • (206) 256-6100 • Fax (206) 256-6158

www.choosewashington.com

Larry K. Williams
Assistant Director

Washington State Department of Community, Trade and Economic Development (CTED)

Larry Williams, Assistant Director for CTED, is responsible for the International Trade and Economic Development Division and leads the development, implementation and management of international trade and economic development strategies for the state.

Previously, Williams served as CTED's International Trade Director, leading the state's strategy for international trade, managing the Washington-based trade development staff and the state's foreign offices in China (Guangzhou and Shanghai), Germany, Japan, Mexico and South Korea. He assisted with facilitating Governor's Trade Missions to Australia, China, Europe, Japan, Korea/Taiwan, Mexico, and other countries.

Williams has many accomplishments including organizing Governor Gregoire's Global Competitiveness Council, implementing performance management techniques in state government, utilizing efficient technologies such as Customer Relationship Management (CRM) application, and institutionalizing effective performance metrics.

Before joining CTED, Williams was the Director of Operations with the International Trade Division of the North Carolina Department of Commerce. He managed North Carolina's network of satellite offices worldwide and managed foreign relations for the Department of Commerce. Williams began his career with the International Trade Division conducting North Carolina's marketing efforts in Latin America and consulting with local companies to develop market entry and expansion strategies.