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Charray Williams,
ASI LLC Founder and CEO

SUCCESSFUL LEADERS

IN THE TIC INDUSTRY

Charray Williams

ASI FOOD LLC
CERTIFICATION – USA

Spotlighting ASI LLC Founder and CEO, Charray Williams, we recently had the opportunity to gain insights into her successful career in the TIC sector.

CAN YOU TELL US ABOUT YOUR BACKGROUND AND HOW YOU GOT STARTED IN THE TIC SECTOR?

At ASI, I started from the bottom of the ladder in the Accounts Receivable division. But with a fierce determination and a passion for the business, I quickly rose through the ranks and became the Controller. And then, after years of dedication and relentless hard work, I seized the ultimate opportunity and purchased the company. It was a dream come true and a testament to the power of perseverance and unwavering commitment.



“ THE KEY TO SUCCESS IS NEVER GIVING UP ”

CAN YOU SHARE WITH US A SPECIFIC PROJECT OR ACCOMPLISHMENT THAT YOU ARE PARTICULARLY PROUD OF AND WHY?

Buying ASI was my biggest accomplishment. I had to sell myself and my knowledge to bankers, and it was a two-year process to get the funding. But I persevered and made it happen.



CAN YOU SPEAK TO THE BIGGEST CHALLENGES YOU HAVE FACED IN YOUR CAREER AND HOW YOU OVERCAME THEM?

One of the biggest challenges I faced was having to take on multiple roles after people left ASI. But I adapted and learned every part of the company to become the Controller and eventually the owner.



AS AN ENTREPRENEUR, YOU HAVE TO BE WILLING TO TAKE RISKS AND STEP OUTSIDE OF YOUR COMFORT ZONE.

WHAT DO YOU THINK IS THE BIGGEST FACTOR AFFECTING THE TIC INDUSTRY (CITIFICATION) AT THE MOMENT?

The biggest factor affecting the TIC industry at the moment is the shortage of auditors. The industry is highly competitive, and companies are fighting to attract the best auditors, leading to high costs that make it difficult to remain profitable.

WHAT IS YOUR APPROACH TO LEADERSHIP AND TEAM MANAGEMENT?

Trust is a key factor in my approach to leadership and team management. I need to trust my team members, especially those in the field, as I cannot micromanage due to the small size of our company. It takes time for me to earn trust, and I see every expense that comes through, which makes it hard to trust people up front. However, once we develop mutual trust, it makes the employee-employer relationship work.

HOW DO YOU PRIORITIZE AND MANAGE YOUR WORKLOAD TO ENSURE SUCCESS?

I always have my PC with me and work at all hours, even answering emails at 9pm or 3am. I find that responding quickly to emails allows for faster work completion, billing, and payment. I have a bit of OCD and cannot leave something on my desk, so I try to complete tasks as soon as possible. However, I am learning to cut back and not work on weekends.



I BELIEVE IN INVESTING IN TRAINING, SUPERVISING, AND INVOLVING MY TEAM IN DECISION-MAKING PROCESSES.

HOW DO YOU SPEND TIME OUTSIDE OF WORK?

I have a zoo at home, including three dogs, a cat, a cockatoo, and a Capuchin monkey. I also love animals and volunteer at a local shelter, where I foster dogs with trauma until they can recover and be adopted.

IN THREE WORDS ONLY, WHAT IS THE SECRET TO YOUR SUCCESS?

**ALWAYS BE THANKFUL,
PERSISTENCE, TRUST.**