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C2HR's Pamela Williams Retires: Parthavi Das to Take Helm as Executive Director

NAPERVILLE, ILL., December 2, 2021 – After 30 years as an association leader, Pamela Williams, CAE, announced her retirement effective December 31, 2021. Williams (pictured below) became the executive director of the Content & Connectivity Human Resources (C2HR) association in 2003. During her tenure, the organization grew from 250 members to a community of 4,800 individuals spanning more than 50 technology, media and telecommunications companies. She also expanded the highly successful C2HR Compensation Surveys in coordination with The Croner Company. In 2019, Williams led the association through a transformation that included a new name, logo, and website, as well as an expansion of resources for industry HR professionals, including the [HR Knowledge Center](#).



“Over the past 18 years, our industry, the human resources discipline, and our association all changed dramatically. Through it all, Pam Williams has been a steadfast leader,” shared Dave Crossen, president of C2HR and senior vice president of HR for NBCUniversal. “She will be dearly missed.”

Williams has been a cable television/media association leader since 1991, when she took the helm as WICT’s first full-time executive director. Under her tenure WICT opened its first office and staff and launched the highly successful BMLI program. She served as WICT’s leader until 2000, leaving to open a women-led association management company.

“I’ve been privileged and honored to experience this exciting, ever-changing industry and to count so many of its leaders as friends and colleagues. I look forward to watching C2HR continue to grow and lead the HR community under exciting new leadership,” said Williams.

Crossen announced that Parthavi Das (pictured below), a longtime industry association leader, will be promoted from senior director to executive director effective January 1, 2022. Das is a pioneering diversity, equity, and inclusion (DEI) advocate who managed the renowned WICT PAR (Pay Equity, Advancement Opportunities, and Resources for Work/Life Integration) Study for several years. She was the chief of staff at WICT and an integral part of the women's organization from 1996-2015. Das is a Class 13 graduate of BMLI.



Since joining C2HR in August of 2018, Das has made a significant impact. She spearheaded the creation of a new sponsorship program which doubled revenue; launched webinar programming; and managed operations for the Naperville-based staff.

“Given her association expertise, strategic mindset and thorough understanding of the industry, Parthavi Das is the ideal person to lead C2HR. The board of directors looks forward to collaborating with Parthavi to shape our organization’s future,” shared Crossen.

ABOUT C2HR

Content & Connectivity Human Resources (C2HR) is a professional association serving 4,800 members from 50 companies spanning the technology, media and telecommunications (TMT) sectors. C2HR provides industry-specific analytics, educational programs, knowledge-building resources, networking forums and educational opportunities. Its groundbreaking initiatives include the Annual C2HR Compensation Surveys and C2HR CON. For more information, visit www.C2HR.org.

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