

Influential Women Highlights Brittney Williams: Director of Business Relations at GrowerLive

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Influential Women spotlights Brittney Williams in its prestigious 2025 series, recognizing her as an accomplished business leader and Director of Business Relations at GrowerLive. This is a cutting-edge and customizable software that makes production, inventory management/inventory, rack packing, and routing a breeze for clients, some of whom have helped develop this for 20+ years. It is a solution that is tailored for growers who are tech-forward, partner-focused, and collaborative in building their business.

At times, this includes transition spreadsheets to technology, other times it means adjusting to Pay By Scan consignment methods used by major retailers, including The Home Depot, Lowe's, and Walmart. With over 14 years of experience in sales and business development, Brittney has built a strong record of fostering high-level relationships and driving strategic partnerships that enable clients to grow smarter and operate more efficiently. Her expertise spans vendor barcoding and collection software, HR software, hands-on sales in the janitorial world, while also learning and evolving in her current role in vendor managed inventory (VMI), electronic data interchange (EDI), and innovative SaaS platforms designed to streamline grower operations.

Brittney earned a Bachelor of Arts in Psychology with a minor in Spanish from the University of Minnesota, complementing her studies with additional coursework in Spanish language and literature to strengthen her cross-cultural communication skills. Prior to joining GrowerLive, she thrived in a leadership role at City Wide Facility Solutions, overseeing sales and client relations across multiple industries. Over her extensive career in competitive sales, Brittney has



consistently been recognized for her expertise—recruited, sought after, and relocated for her skill set—while gaining experience across diverse sectors. Recently, she took a bold entrepreneurial step by partnering with her husband and other partners to co-own a long-standing programming company, demonstrating both confidence in her abilities and a commitment to building innovative ventures.

Reflecting on her success, Brittney credits the support and encouragement of the people around her, noting that guidance, mentorship, and genuine relationships have been central to her achievements. The best career advice she wishes she had known earlier is to lean into exactly who you are. “The second you start morphing yourself into what you think people want you to be is the exact moment that you lose what makes you shine,” she says. To young women entering the industry, Brittney advises: “Don’t be afraid to be the only woman in the room. Being different is your superpower.”

In her experience, the most significant challenges in the field include limited industry knowledge and the time required to build essential relationships. Brittney emphasizes that the values guiding her work are honesty, authentic partnerships, and cultivating a vision that not only benefits her business but also elevates the lives of her partners.

Passionate about community engagement, Brittney actively volunteers with organizations such as Meals on Wheels of Tampa and Youth For Understanding USA, demonstrating her commitment to service alongside professional excellence.

With her blend of expertise, integrity, and dedication, Brittney Williams continues to make a meaningful impact in the world of grower business relations, empowering clients and partners to thrive in today’s dynamic retail environment.

Learn More about Brittney Williams:

Through her Influential Women profile, <https://influentialwomen.com/connect/brittney-williams>

Influential Women

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