



Sherman Williams Bio

President & Founder, Palmer Williams Group ***Author, Crimson Cowboy***

Born in Alabama, Sherman Cedric Williams is an All American football player. Williams experienced his first championship while attending Mattie T. Blount High School in Prichard, Alabama where he left his mark as the school's powerhouse running back. He was the first running back in the state of Alabama to rush for over 3,000 yards in one season.

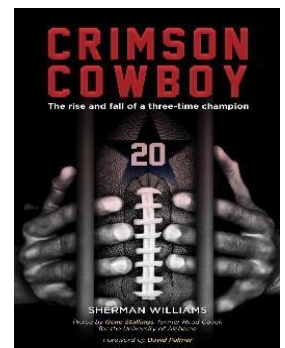


Sherman's career continued at the University of Alabama, playing for the renowned Crimson Tide. There he developed his signature touchdown celebration, the 'Sherman Shake,' and led the Crimson Tide in rushing yards and broken carries. He also earned All SEC and second team All American honors. He was a member of the University's 1992 Championship team.

In 1995, the National Football League's Dallas Cowboys drafted Sherman in the second round as a number one pick. During his rookie season, the Dallas Cowboys won the Super Bowl XXX championship, again making Sherman a champion.

Unfortunately, a series of poor decisions resulted in Sherman's incarceration for fifteen years. Since his release, he focuses on improving the lives of others by sharing his story and acting as a role model and mentor for young people and student athletes.

Sherman is the author of *Crimson Cowboy*, where he chronicles his life from early years to being recruited by the University of Alabama's Crimson Tide, as well as the NFL's Dallas Cowboys. Brutally honest, the book recounts wrong decisions. Drug sales. Prison. Through his book the *Crimson Cowboy* and his non-profit organization, The Palmer Williams Group, Sherman partners with former NFL player and University of Alabama team mate, David Palmer, to provide youth development programs to assist and guide disadvantaged youth to overcome interpersonal obstacles, embrace family values, encourage education, and avoid life's pitfalls. By returning to the streets where he made poor choices, Sherman now makes a difference to youth growing up in similar circumstances by sharing how to make good choices and decisions for a successful life. Sherman resides in Prichard, Alabama.



SPEAKING ENGAGEMENTS

Sherman has experienced two of life's greatest extremes, the highest of the highs and the lowest of the lows. Along the way he has learned that experience is the best teacher. His life's lessons will bring a word of encouragement to people of all ages. One is never too old or too young to learn something new to better their life.

Sherman has presented to several audiences across the country. Some notable speaking engagements are as follows:

University of Alabama Alumni Association-Atlanta Chapter Atlanta, GA	Mae Eames Middle School Mobile, AL
Alabama Alumni Dental Association Luncheon Orange Beach, AL	Fayette County High School Fayette, AL
Louisiana State University Football Program Shreveport, LA	The Foundry Bessemer, AL
P.A.C. E. Academy Alternative School Montgomery, AL	Foley High School Foley, AL
Greater New Hope Baptist Church Youth Program Sylacauga, AL	Alabama Alumni Association-Phoenix Chapter Glendale, AZ
Stop the Violence Youth Rally Gadsden, AL	Prichard Area Chamber of Commerce Prichard, AL
Alabama Managing Partners Breakfast Mobile, AL	Hopewell Baptist Church Pinson, AL
Clarke County Youth Rally Grove Hill, AL	Wings of Life Mobile, AL
Spanish Fort Middle School-Fellowship of Christian Athletes Spanish Fort, AL	Jackson High School Jackson, AL
Vincent Revival Center Vincent, AL	Clemson University Football Program Clemson, SC

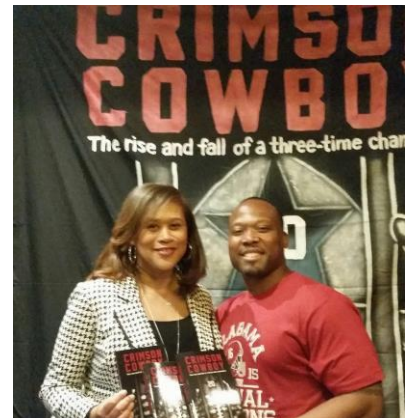
REVIEWS

“This Auburn fan was so inspired by @crimsoncowboy20 presentation”-D. Becker, Mobile Managing Partners Breakfast



“Thank you Sherman for sharing your truth with us all!”-K. Miles, UA Alumni Association

“I heard you speak today and it was a POWERFUL MESSAGE! May God continue to bless you so you can be a blessing to others”-@chris_cee1974, Clarke County Youth Rally



“I was very touched by his words and the delivery of his message to the students. His message was both inspiring and educational”-G. Nelson, Spanish Fort Middle School

SOCIAL MEDIA



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