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William is a veteran European correspondent, writing over the past two and a half decades for a series of prestigious US publications including the Christian Science Monitor, Wall Street Journal, Fortune, and BusinessWeek. From 1985 to 1990, he covered the collapse of communism in Central Europe, publishing a book “Lighting the Night: Revolution in Eastern Europe” on his observations and experiences. He turned to business and cultural reporting in the 1990s, and published two more books, “Burgundy Stars,” a behind-the-scenes look at a French gastronomic shrine, and Noble Rot, on the Bordeaux wine world. From 2001 until 2007, he managed the Brussels bureau for Dow Jones as bureau chief. He has considerable experience with EU issues, most prominently antitrust, trade and environment.

William has other interesting journalistic experiences. He worked for a European newspaper, serving as editor-in-chief of Libération’s special international supplements during the mid-1990s. He also has written, directed and produced for television documentaries for America’s Public Broadcasting Service.

William joined Google in 2008 as the company’s Brussels spokesman. He became responsible for communications in Southern and Eastern Europe, Middle East and Africa the following year and now focuses on free expression throughout Europe, the Middle East and Africa.