

May 26, 2015

To the Decision Committee for the Women of Influence Award

Re: Cindy Rockwell Recommendation

I was consistently impressed with Cindy Rockwell's enthusiasm, communication skills, technical skills and unwavering professionalism during her tenure at The Principal Financial Group. While with The Principal, Cindy advanced through seven positions, each of increasing responsibility and leadership demands. She directed key IT startup initiatives for multiple business units, including multimillion-dollar hardware and software implementations. At the conclusion of her tenure at The Principal, Cindy had ascended to the role of CIO of Principal International, the international arm of The Principal, with overall responsibilities encompassing strategic technology implementation, service delivery and leadership of all technical teams.

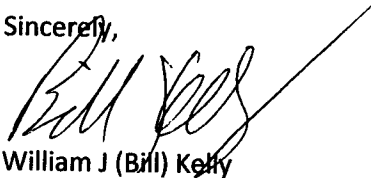
Cindy is a great strategic thinker, a great tactician and manages to do both with an awesome attitude. She is a consummate manager able to handle fast-paced, high-volume workloads with humor and grace. It is because of her excellence in this area in particular that I repeatedly asked her to mentor both junior and experienced employees alike.

As a KEYOT partner, Cindy has gone on to achieve further success as a leader ensuring alignment of KEYOT's human capital, technology and operations to facilitate optimal outcomes for the firm's Fortune-500 ranked client companies. She has helped the organization achieve a Fastest 50 Woman Owned Award by Women Presidents Organization.

Cindy serves on the board of directors for the Make-a-Wish Foundation of Iowa. She is also a volunteer community leader in STEM Women in Innovation of Iowa and a regular speaker at human capital management conferences and events.

I hold Cindy in the very highest regard, which is why it is my distinct privilege to recommend her for this prestigious honor. I am happy to furnish more details if you would like any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Kelly", with a long horizontal line extending from the end of the signature.

William J (Bill) Kelly

CIO – Retirement and Investor Services

Vice President – Principal Financial Group (retired)