

April 28, 2016

To whom it may concern,

Re: Cindy Rockwell's nomination for Woman of Influence Award

It is my pleasure to provide a letter of recommendation endorsing Cindy Rockwell's nomination for this prestigious honor. Cindy is a remarkably effective leader and visionary businesswoman. I have known and worked with Cindy for over 15 years both as a peer and as a business partner. During that time, I have had the opportunity to witness her professional growth and development as a leader at close range.

From IT-driven service delivery projects to business planning and transformational design, Cindy led a highly complex organization through an era of dizzying technological innovation – first as an analyst and programmer, then as IT director and finally as The Principal's COO.

In her current capacity as co-founder and partner at Keyot, I know that Cindy plays an indispensable role in developing the Crew212 program which I have been a client of. The programs she brings to her clients help to align business strategy with IT delivery, which means driving industry-leading technology solutions that produce significant ROI for Keyot's Fortune-ranked client companies. Her exemplary work at Keyot has helped garner many accolades for the young company, including being named one of Minnesota's 100 Best Companies to Work For in 2015 and a 2015 ranking of #19 on the 50 Fastest-growing woman-owned companies in the world by the Women Presidents' Organization (WPO).

Due to her strong personal convictions and impeccable ethical and moral standards, Cindy has taken it upon herself to volunteer her time with several philanthropic organizations. I am particularly grateful for Cindy's service on the board of directors for the Make-a-Wish Foundation of Iowa because I lost a nephew to cancer and organizations like this are a great comfort to the families left behind.

It is my great privilege to recommend Cindy for this high honor. If I can provide additional information that the nominating committee might find useful, I am happy to provide any further detail that may be needed.

Sincerely,

Lynn Cavanaugh
VP Project Management, Wells Fargo