



May 23, 2019

Des Moines Business Record

Women of Influence

Dear Women of Influence Judges Panel:

I love working for Pam Brodsack!

I've worked with or for Pam for almost four years now. I've had leaders before that have all had a strong impact on my career and my leadership journey. One of my prior managers is someone I would run through a brick wall for. But nobody has taken the time to really invest in me, and grow me as a leader, like Pam has. I know I'm not alone. As a leader, she's completely transparent, which makes it very easy to be transparent in return. Pam invests in her team and is constantly in coaching mode. There have been times she's frustrated me because I just want an immediate answer to a challenge. Even though she is a driver who gets things done, she slows down to coach me through the situation and has helped me realize that I often already know the answer.

When she came into TMG, she quickly identified the need to mature the organization by introducing Agile development and ITIL service management, always with a focus on best practices. The technology department transformed, and quickly doubled in size, just in time for us to be acquired by CO-OP Financial Services. CO-OP's CEO, Todd Clark, has made no secret that the reason for our acquisition was largely for our technology and IT department. Post-acquisition, she quickly became a trusted leader among our new senior leadership team and has continued to be rewarded with even greater responsibility and trust among her peers. Many pieces she built have now become the standard for the new, one CO-OP.

Pam is a visionary, always looking to the future. I'm consistently amazed by her ability to read the room, and establish rapport quickly. She trusts her team to handle any given situation, and will challenge the status quo. She is truly a woman of influence.

Sincerely,

A handwritten signature in black ink, appearing to read "Corey Weeklund".

Corey Weeklund

*Director, Technical Integration*  
CO-OP Financial Services