



THINKING AHEAD

December 10, 2018

Business Publications

Attn: Ms. Connie Wimer and Mr. Chris Conetzkey

Deloitte CFO of the Year

100 4<sup>th</sup> Street

Des Moines, IA 50309

Re: Recommendation Letter for Ellen Willadsen

2018 Deloitte CFO of the Year

Dear Ms. Wimer and Mr. Conetzkey:

I'm proud to submit this letter of recommendation for Ellen Willadsen to be named the 2018 Deloitte CFO of the Year! I truly believe she is the best CFO I've ever worked alongside, and I can't think of anyone who is more fit for this award.

Ellen consistently exceeds expectations, tackles all tasks with dedication and a positive attitude, and is an excellent leader. But even more than that, she's a trusted advisor. This past year was a big one for Holmes Murphy. Not only did we move our headquarters from West Des Moines to Waukee, but we also acquired three companies, one of which, CSDZ, is a 100-year-old firm with 100+ employees and \$30 million revenue based in Minneapolis. This acquisition is the largest in Holmes Murphy's history. We couldn't have done either of these without Ellen's guidance and budgetary expertise.

When Ellen joined the company in 1995, Holmes Murphy was an \$18 million company. Fast forward to today, and we sit at more than \$200 million in revenue – a \$182 million increase. This increased revenue was accomplished by the aide of Ellen's hard work, dedication, and expertise. In addition to that, Holmes Murphy now has several subsidiary companies that are wholly-owned by Holmes Murphy. Ellen is the CFO for all of these areas.

Though she is a consistent asset to the leadership team and company as a whole, Ellen is also an extraordinary leader within our firm. She not only sits on our Holmes Murphy Board of Directors, but she was also the first woman named to the company's Executive Committee. Additionally, Ellen leads the Finance department, which has a reputation for working seamlessly together across the enterprise. This is attributed to Ellen's management style that includes promoting a family-like atmosphere, instilling the firm's core values in everything she does, and offering her expertise to help others obtain advanced degrees and/or designations.

Ellen creates "community" with her co-workers and staff by celebrating other people's successes — no matter how big or small. She helps them reach their goals through transparent, direct, compassionate, and empathetic communicating, motivating, and inspiring them to use their talents to better themselves in their careers and their lives.

Ellen has a true spirit of mentoring, and especially helping develop other young women across the Holmes Murphy enterprise. As a result, Ellen helped create and is a founding member of our Women Optimizing Women (WOW) program, which was created to help ensure Holmes Murphy is "best in class" as it pertains to embracing the success

2727 GRAND PRAIRIE PKWY

WAUKEE, IA 50263

(800) 247.7756 / F (515) 223.6944

[HOLMESMURPHY.COM](http://HOLMESMURPHY.COM)

of women who have, or will, join the organization. This is the first diversity and inclusion initiative in our Holmes Murphy history, and Ellen was an integral part in getting the initiative up and running and is now on the Steering Committee to help oversee the entire WOW program.

Like any role within Holmes Murphy, when Ellen commits to something in the community, she goes at full speed and does not accept mediocrity. She provides extra energy into the organizations she supports and rallies friends, family, and colleagues to follow.

Ellen Willadsen would be a terrific choice for the 2018 Deloitte CFO of the Year award. She is an energetic person who has the desire to help others and Holmes Murphy reach their highest potential. Please give her nomination strong consideration, and thank you for the opportunity to endorse such a tremendous person for the award.

Sincerely,

A handwritten signature in black ink, reading 'Daniel T. Keough'.

Daniel T. Keough  
Chairman and CEO  
Holmes Murphy