



## GREATER DES MOINES PARTNERSHIP

January 14, 2016

700 Locust St.,  
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Des Moines, Iowa  
50309 | USA

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[DesMoinesMetro.com](http://DesMoinesMetro.com)

Dear Forty Under 40 Selection Committee:

We understand the challenge you have ahead of you to select this year's top forty local business leaders under the age of 40. There are many regional and local leaders deserving of recognition. We believe Sophia S. Ahmad is a superior choice for this honor.

Sophia has made incredible contributions to our region throughout her career and community involvement. As the Vice President of Public Relations at the Greater Des Moines Partnership, Sophia has already made an impact by leading PR efforts to the organization's highest-yet media placements. Due to her motivation to over-deliver on goals, there were 2,750 media placements in 2015, telling the stories of our great city through national, regional and local media. Just in the last two weeks alone she has secured multiple story placements in Politico to promote how Greater Des Moines has changed in the last fifty years. This type of exposure would not be possible for a non-profit like The Partnership, without the focus and drive of PR pro like Sophia. These stories result in elevating our region's stature nationally, while promoting our city as a great place to build a career and enjoy a fantastic quality of life.

Sophia is an up-and-coming leader in the region, known and respected by many for her "can-do" attitude, drive to over-deliver on goals and positive attitude. (She is the queen of quick puns in the office.) Not only does she bring further passion for our city into the office environment, she also demonstrates her commitment to our region through volunteering for the Greater Des Moines Leadership Institute on the Curriculum Committee.

As a classical, trained pianist, Sophia is also shaping future musicians in our city. Nearly everyday of the week, she teaches Greater Des Moines youth how to play the piano. She and her husband, John, also play recitals at several community events and churches in their free time.

Sophia has helped shape the region's music culture. Prior to joining The Partnership, Sophia was the Director of Marketing and Public Relations at the Des Moines Symphony. During her four years at the Symphony, Sophia obtained the highest earned revenue and paid concert attendance in the organization's history with more than 131,500 in attendance in 2014-2015 season. She also launched a new video series to promote the Symphony and co-produced "Symphony in Sculpture," a groundbreaking DVD that depicts, in music, nine sculptures from the Pappajohn Sculpture Park. She also re-branded, marketed and executed PR related to the Symphony's Yankee Doodle Pops, which under her leadership, became the state's largest single-day concert event, with more than 100,000 people in attendance each July.

Originally upon moving here from the East Coast, Sophia was a reporter for The Des Moines Register, where she earned multiple awards, including the designation of a #5 ranking by Twitterholic. Sophia continues to freelance for dsm Magazine, ia Magazine and The Register.

These are just a few of the ways Sophia is contributing and impacting our region. We strongly urge you to consider recognizing Sophia for her commitment to making Greater Des Moines greater.

Sincerely,



Jay Byers, CEO  
2012 Forty Under 40 Alumnus of the Year



Tiffany Tauscheck, Chief Communications Officer  
2008 Forty Under 40 Honoree

