January 14, 2016

Dear Forty Under 40 Nominating Committee:

I strongly encourage you to honor Sophia S. Ahmad for her outstanding work to propel the City of Des Moines, and region overall, forward. Having professionals like Sophia is a requirement to build further momentum for our city. I very much believe she deserves this recognition.

I’ve worked closely with Sophia on numerous projects, including Yankee Doodle Pops – the state’s largest outdoor symphony performance timed to fireworks. Attracting 100,000 attendees annually has been achieved, in large part, due to Sophia’s drive to market the event as the state’s premiere 4th of July holiday event.

Sophia has a passion for elevating those around her, and does so through various leadership styles. One of her unique attributes is her classical piano training. She uses her Masters of Music in Piano Performance to teach youth in Des Moines how to play, and appreciate the art of piano performance. She has shaped the future of our region by educating these children, and – just ask any parent whom has a child under her instruction – she does so with great poise and positivity.

In addition to her civic commitments, Sophia has continued to grow her Public Relations career. Most recently, she was named Vice President of Public Relations at the Greater Des Moines Partnership. There she spearheads the PR efforts for the regional economic development engine and the fourth largest regional chamber in the country. It’s a big job, and I, for one, am confident our city will continue to receive additional accolades with her in this role.

Sophia is a shining example of what we need to reward in our city. Please strongly consider awarding Sophia with his much-deserved honor.

Sincerely,

Christine Hensley

Des Moines City Councilwoman