

January 14, 2016

Dear Forty Under 40 Nominating Committee:

For over four years Sophia Ahmad served as Director of Marketing & Public Relations for the Des Moines Symphony & Academy; and her expert and dedicated service to our efforts resulted directly in the most important period of growth in audience and community service in our history to date.  Sophia’s intelligent, intuitive and highly-successful approach to garnering ever increasing interest in the mission and advancements at the Symphony, both from the media and the public, was something that was admired locally by our arts and culture community - and nationally by the many other professional symphony orchestras with which we communicate.  Sophia Ahmad quickly established herself as one of the leading marketers and communications professionals in the national arts and symphony orchestra community.

And importantly, she was a pleasure to work with and an inspiration to all of us at the Des Moines Symphony.

Best,

Richard L. Early

Executive Director