

January 6, 2013

Forty Under 40 Selection Committee  
Business Publications  
Des Moines Business Record

100 Fourth Street

Des Moines, IA 50309

Members of the Selection Committee:   
  
I would like to formally recommend Brenna Finnerty for the Business Record’s 2014 Class of Forty Under 40. I’ve had the opportunity to work closely with Brenna since November 2009, serving as her direct supervisor for many of these years and more recently as a peer as she was promoted to a manager position at UnityPoint Clinic.

Brenna demonstrates an incredible commitment and dedication to her profession and to our organization. She is whole-heartedly dedicated to our mission of healing, caring and teaching and encompasses these values in all she does. As her responsibilities have changed in the Public Relations and Marketing Department at UnityPoint Health – Des Moines from being an internal communications coordinator to a service line marketing specialist for our physicians and clinics, Brenna constantly challenged herself to develop new ideas and programs. She never takes the easy way out when approaching a problem or challenge but instead works to come up with new, innovative ideas. In 2013, Brenna was recognized for her hard work and dedication and was promoted to Marketing Manager at UnityPoint Clinic. In this role she oversees organization-wide marketing and communications efforts for our physicians and clinics.

Brenna’s desire to continually enhance her career is also important as she is currently pursuing a Master’s degree in public administration at Drake University. I believe her commitment to furthering her education shows her dedication to her profession, but also her tenacity to continually build her knowledge and – ultimately – her value, in her career.

Brenna also has a passion for volunteering and making a difference in our community. She is active in Young Variety and served as the board president in 2012-2013. In this role, she spearheaded an effort to raise $300,000 for a playground to be built in Des Moines that will be accessible for children with special needs. She was honored with the Young Professionals Connection’s Ashley Oakland Community Service Award. In addition, Brenna serves on the Board for the United Service Credit Union, Alpha Delta Pi Des Moines Alumnae Association, Des Moines Bicycle Collective (DSMove Open Streets Event) and Iowa Young Professionals Leaders. She also volunteers as a reading mentor for Everybody Wins! Iowa and is an active member at Lutheran Church of Hope in West Des Moines.

Brenna is someone that knows how to “do it all” in a way that seems effortless to those around her. She is a kind and compassionate person – and would do anything for anyone and never expect anything in return. I believe she is truly deserving of the Forty Under 40 recognition and I cannot think of a person who is more deserving.

Thank you for your consideration,

Jennifer McDonald Perry  
“2011 Class Forty Under 40”

Regional Marketing Director   
UnityPoint Health