

Dear 40 Under 40 Selection Committee,

It is my pleasure to nominate Will Signs for the 2018 Des Moines Business Record '40 Under 40' class. In the decade I have known Will, he has expanded his involvement in Des Moines' arts and culture scene from avid attendee at concerts and events to a leader for young professionals interested in contributing to the vibrant offerings that set our city apart.

One of my first memories with Will was driving to Omaha to see Regina Spektor together. After the show, we wound up at a bowling alley, doing karaoke with the opening act. It was a randomly awesome night, and looking back, I can see how it's always been a passion of Will's to connect people with experiences and each other. He's worked to make Des Moines a destination unto itself.

In more recent years, Will has formalized that role of facilitator-of-fun-and-friendship by serving in the Des Moines Art Center's Art Noir Board, first as secretary and then a two-year term as president. During his tenure on the board, membership has increased 137% and they've produced dozens of fun events, including recruiting public readers to read aloud during the Arts & Letters exhibition. (I volunteered and can attest to what an engaging experience it was.) Will also helped to found the Salisbury House Young Professionals in 2012, where he also served for five years, connecting central Iowa YPs to one of the historical jewels of the community. Both of those roles earned him a seat within the Emerging Leaders Collaborative, a group of YP leaders that grew out of the Capitol Crossroads plan.

Although I was inspired to nominate Will based on his civic accomplishments, when I reached out to learn more about his professional life over the past 10 years, I was astonished to learn how much he's contributed and been valued in his workplace, too.

As Senior Communications Manager for CDS Global, Will manages CDS Global's internal communications, corporate external and client communications, executive communications, social media and PR. Will has worked at CDS Global for 13 years, and in that time has earned both of the company's employee awards: the Make A Difference Award and the Above & Beyond Award. He's also integrated his passion for civic engagement into his work. In 2015, he led CDS Global's efforts for their American Heart Association Heart Walk vendor sponsorship campaign, and increased contributions by 4300% from \$250 in 2014 to \$11,000 in 2015.

Will is also a member of the Greater Des Moines Leadership Institute Community Connect class of 2017.

Given his impressive examples of civic and professional contributions, I humbly encourage the committee to recognize Will Signs for the 2018 '40 Under 40' class.

Respectfully,


Brianne Sanchez

Des Moines University Community Relations Manager

Member – 2017 '40 Under 40' Class