

January 10, 2018

To Whom It May Concern:

It is with great pleasure that I unequivocally support the nomination of Will Signs for the Business Record "40 Under 40" 2018 class.

As the CEO and Chairman of CDS Global, a Des Moines based business, I have worked directly with Will on many major initiatives for our company. In everything he works on, Will makes a significant contribution. He is often asked to synthesize and summarize strategies, new product developments, and company direction; and then to take all of that and create communications to both our client base (magazine publishers and nonprofit organizations) and to our 1500 employees.

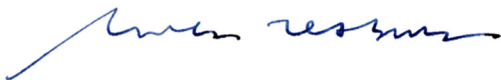
As many of our clients are major magazine and media companies that have world class writers and editors, they are a tough crowd to communicate to given their very high standards. Will has demonstrated an ability to meet that standard and his work often brings accolades from those clients.

Will also has nurtured a relationship with media outlets in support of our marketing and branding efforts. Again, his ability to be honest and genuine and to provide valuable material delivers great results in support of our brand and company values.

And while Will's professional accomplishments over the 13 years he has worked at CDS Global is impressive, what is most special about Will is the kind of person he is. Well liked, a great partner, hardworking, and highly intelligent, he is someone who gets things done without a lot of fanfare. He is respected by his co-workers, and contributes every day to our family and values-based culture. And we all admire all the volunteer work he does in support of making Des Moines a great place to live and work. We often wonder how he accomplishes so much given his very full-time efforts at work.

Will has earned his place as a member of the "40 Under 40" group of contributors to the Des Moines area, and I wholeheartedly endorse his nomination.

Cordially,



Malcolm Netburn