

Friday, Jan. 8, 2021

Des Moines Business Record
c/o Jason Swanson
100 4th Street
Des Moines, Iowa 50309

Dear Forty Under 40 Selection Committee:

We write in support of Kristine Thompson's nomination as a Business Record Forty Under 40 honoree. Kristine has dedicated her career to market Greater Des Moines (DSM) on a national and international scale.

Kristine was hired as Director of Marketing for the Greater Des Moines Partnership in 2015. During her time here, Kristine has led projects that have fundamentally changed our organization and the way we market our region to the world. Among her very first tasks at The Partnership was to help us update our brand standards to showcase our organization and its programs, initiatives and events in a way that strengthens our brand. This undertaking led to a national award from the Association of Chamber of Commerce Executives. Kristine was instrumental in the launch of our new website in 2017, merging 13 separate websites into one "mega-website." The website launch coincided with the launch of our DSM USA regional identifier, which was the result of a research-driven process that Kristine led. In 2018, she helped The Partnership launch a national digital marketing campaign to reach prospective talent and businesses looking to relocate. These efforts have brought tens of thousands of visitors from across the country and world to our website to learn more about our region.

Prior to joining The Partnership Team, Kristine served as the Marketing & PR Manager, along with other positions, at Catch Des Moines, where she found creative ways to market our region to visitors. Kristine helped early 20 clients increase their cooperative ad revenue by a total of 76% by developing new marketing initiatives, and cultivated promotional initiatives to secure \$1.2 million of in-kind media and \$200,000 in prize giveaways. She worked on projects including a visit by ABC's *The Bachelor* show and the Broadway premiere event for *Bridges of Madison County The Musical*.

Kristine is also heavily involved in the community, serving or having served the Des Moines Art Route Marketing Committee, American Marketing Association, Young Professionals Connection, Science Center of Iowa Annual Event and more. Her impact goes far beyond the organizations listed here. Kristine's work is often done behind-the-scenes, but her attention to detail and focus on results has helped ensure DSM is recognized as a great place to live and work. The impact of her work will be felt for many years to come.

For these reasons and many more, Kristine is highly deserving of the Forty Under 40 recognition. Thank you in advance for your consideration.

Sincerely,

Jay Byers
President and CEO

Tiffany Tauscheck
Chief Operations Officer

Courtney Shaw
Senior Vice President of Communications