

To the award selection committee,

As CEO of Keyot, I have had the pleasure of knowing Courtney for the past three years, first in her tenure in our Crew212™ program and now as part of our back office for the past two years. I am more than happy to write this letter recommending her for the Meredith Emerging Woman of Influence Award – I can't think of anyone in our organization more deserving.

As a member of Crew212, we already knew she was special when we hired her. We only hire roughly one percent of the applicants to our Crew212 program and even among her class of exceptional Crew212 members, Courtney stood out. During her time as a Crew212 consultant, we routinely received praise from the client on Courtney's work ethic and enthusiasm for taking on new responsibilities. These are traits we hire for in our Crew212 program, however Courtney was taking on roles and tasks that were usually reserved for people many years her senior.

After a very successful year in Crew212, the partners at Keyot determined we would like to extend Courtney an offer to join our back office team as a Crew212 Delivery Coordinator. In her role, she worked on the other side of Crew212 and helped us improve the program as well as hire the right candidates. With her help, we hired our largest Crew212 class yet, and the quality of the candidates was incredible. On top of these responsibilities, she also coordinated our Agile Warrior Series conference in Dallas, TX. With her help, we had over 250 attendees and featured one of the original signers of the Agile manifesto as a speaker. A few months later, she was also instrumental in successfully launching our first Des Moines TrailblazersLIVE event, which focused on introducing high school and college aged women to pursue STEM careers. Last month we hosted our second Des Moines TrailblazersLIVE event, once again a huge success and once again in no small part due to Courtney.

After a year as Delivery Coordinator, we decided to promote Courtney to a senior recruiting position. It was a natural decision given her performance in hiring our Crew212 classes. Unsurprisingly, she vaulted to the top and became our second-best recruiter in only five months. She has a unique capability to not only accurately assess her candidates and their fit for the role, but to form a personal connection with each candidate and really get to know them.

In addition to everything she has done for Keyot, Courtney is also involved in the local chapter of IIBA (International Institute of Business Analysis). Though she is no longer a practicing Business Analyst, she has a passion for learning and getting involved – her thirst for knowledge also makes her a better recruiter as she strives to deeply understand each role she hires for.

This is by no means the full extent of what she's accomplished in the past three years, as is the case with exceptional people. I fully support her nomination as a Meredith Emerging Woman of Influence and am excited to see how she further impacts our company as well as our community in the coming years. Thank you for your consideration of her nomination.

Respectfully,
Laura Kelly
CEO and Co-Founder, Keyot
laura@keyot.com
651-288-9990