

To Whom It May Concern:

I have had the privilege of working with Craig Womack at three different companies during the past 30 years, and I can truly say that he has been one of the most, if not the most, influential mentors I've had throughout my career. I attribute a great deal of my personal success to Craig's extraordinary leadership and friendship.

I first started working with Craig in 1979 at Pic-A-Dilly, where he was the Vice President of Stores. I joined the company as a Store Manager, and was eventually promoted into the Corporate Office as a Visual Presentation Specialist and then as a Store Operations Specialist. I remember being so impressed by Craig because he was such a young Vice President, but there was no question he was deserving of the position as he had a savvy business sense, strong work ethic and excellent people skills. Under Craig's leadership, Pic-A-Dilly stores achieved great success and growth, and the company was eventually sold to The Limited, Inc.

After Pic-A-Dilly, there was no doubt that I would jump at the opportunity to work with Craig again, which is why I followed him to California Furniture Rental in 1984. We worked together there for less than a year before he moved onto The Sharper Image and I moved onto another company as a District Manager.

In 1989, Craig contacted me about an opportunity at The Sharper Image and I was thrilled to have the chance to work with him again. I joined The Sharper Image as the Manager of Store Services and reported directly to Craig in the Corporate Office. The next nine years were a remarkable period of growth for The Sharper Image. We opened over 100 stores, grew the direct mail customer base exponentially and the website was created, which evolved the company into a successful multi-channel retailer. Craig built an incredible team of talented associates and developed excellent standards of operations for the organization, so it was no surprise that he was promoted to President. I continued to report to Craig while he was President and even though he had assumed a much greater role, he continued to be accessible and very hands-on. Craig always inspired me by his strategic vision and capacity for details, as often you find that executives do not have both qualities. After Craig had left The Sharper Image, I was promoted to Vice President of Retail Operations in 2003, and I attribute my advancement to the many important business skills that I learned from Craig.

I also had the opportunity with work with Craig as a vendor while he was the CEO of Human Touch. I found Human Touch to be a very supportive business partner, and Craig was always responsive to our needs of maximizing sales and improving the customer experience. We worked together on developing product knowledge/sales training tools and incentives for the store associates.

I cannot speak highly enough about Craig Womack. He is an outstanding business leader with great passion, integrity and a good sense of humor. Please feel free to contact me directly if you have any questions about my experiences with him.

Best Regards,

Cheri Ginsberg
Former Vice President, Retail Operations
The Sharper Image

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