

I had the pleasure of working under Craig's leadership for three years at Human Touch, LLC.

For the time I reported to Craig as Director of Marketing, he constantly inspired and challenged me. He was relentless in achieving results, but at the same time, caring and compassionate. I led the marketing department and under his supervision, Human Touch embarked on a re-branding effort to propel the company in a more strategic and targeted direction. We launched two successful infomercials, a multi-media print campaign and a state of the art website.

Craig is a polished, strategic business leader with exceptional Marketing and Sales aptitude combined with outstanding Operations and Management capabilities. Craig provided his reports with clearly communicated and attainable business objectives and hands on assistance and support to ensure objectives were reached. Craig had an eye for detail and had the unique ability to find creative solutions to complicated operational obstacles. His analytical skills and insight allowed him to challenge people in a way that resulted in improved performance and better decision making. He promoted continuous inter-department communication which proved invaluable.

Craig always set out to do "The Right Thing" even when things were difficult, unclear, or when there was pressure to take shortcuts. He led with integrity and never lost his connection with the frontline business and the customer value proposition. His knowledge and experience gave him insights that less experienced people would likely struggle to attain. He was very direct in his communication (a good thing) but behind his direct style was a commitment to people that was deeply rooted. This enabled him to be a highly effective leader and his teams proved to admire him and his leadership style.

Craig was a supportive, caring and organized CEO who achieved exceptional business results. Hands down he is one of best leaders I have ever worked with. Witnessed first hand, he passionately develops and grows internal talent by actively guiding and challenging the individuals on his team. I consider it a great honor to have worked and reported to him. Given any opportunities, I would not hesitate to work with or work for Craig again.

Ila Barot-Oldakowski
Vice President, Perfect Back, LLC.