

I have known Craig for over two decades and had the pleasure of working directly with him for 13 years at The Sharper Image. When we met, the company was beginning its expansion into the retail sector with four retail locations. Through Craig's leadership, we built a successful and highly respected multi-channel retail company known for innovative products and extraordinary customer service.

Craig is a true professional who possesses the most desirable qualities of an executive today, leadership and vision. Craig is a master of the three core processes of execution; people, strategy, and operations. His management style is indicative of these disciplines allowing him to consistently deliver upon multiple complex goals. In addition, his tenacious follow through and natural sense of accountability is responsible for his "gets the job done" reputation.

Craig is also a great mentor and coach. I owe much of my success to the skills that I developed while working under his leadership. Craig sets high standards, challenges others to excel, and never forgets to appreciate the efforts of others. He has a unique ability to get the best out of people that sets him apart from his peers.

I have the highest respect and admiration for Craig. He is an outstanding leader who will make an immediate positive impact for any organization. And, I would be honored to have the opportunity to work with Craig again in the future. .

Brian R. Pack
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