

Craig changed my perspective on business, sales and customer acquisition right from the start. During my interview with Human Touch Craig asked thought provoking questions that would later become the foundation of my sales strategy as Director of US retail. Even at this early stage he was mentoring me, and mentorship as I would later find out is the cornerstone with which Craig builds exceptional teams.

During our time together I found Craig to be a rare leader with the ability to work right along side his team without getting in the way of their progress. He had answers to the tough questions and was never without a change in perspective that could lead to a better way. He was able to make tough decisive decisions quickly which led to unrivaled productivity and produced significant results.

Craig's deep-rooted knowledge regarding the ebb and flow of the retail pipeline led to a leadership style based on knowledge, trends and experience. It is exactly this style and command of presence that kept our sales teams pushing forward even in the toughest of times. Craig felt strongly there is no substitute for a laser sharp knowledge and keen understanding of your customers and their specific needs.

Craig's impression and effect on my professional life was tremendous and I am extremely grateful.

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