

To Whom It May Concern:

I've had a few fearless leaders throughout my career. Not many, but some good ones. That's how I know Craig Womack. I became Vice President of Creative at The Sharper Image while in my early 30's, full of energy and with a passion for pushing the limits of what could be done.

Craig was our President. I often recall how he encouraged my young renegade spirit. All the while, he was subtly, tactfully, and effectively coaching me to apply strategic thinking and at least some disciplined measure to my creativity. Later in my career, more than once, I've been credited with having a unique balance of strategic business sense and innovative creative instincts. Craig's leadership developed both sides of my brain. He empowered me to create. And he held me accountable for understanding why. He served me well. And he's a lifelong friend.

I consider myself very fortunate to have been on the Executive Team at The Sharper Image while Craig was President. It was a time when he challenged the Team with reminders that the greatest enemy of great is good. He was a vigilant supporter and mentor for achieving excellence in product quality, customer service, and our value proposition. The 80's and 90's were great years for us. It was a time when The Sharper Image was truly upscale and very, very cool.

Craig and I both left The Sharper Image in 1998. That was some time ago. What I've kept since is a lasting admiration of Craig's clarity of leadership, his thoughtful manner of teaching, and his loyal friendship.

Woody Nelson  
Vice President, Marketing Communications  
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