

Kimberly A. Ziomek
Business Development Professional

3226 Pine Lake Road
West Bloomfield, MI 48324
Email: kaziomek@yahoo.com / Cell: 248-892-9297

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To Whom This Concerns:

It is with pleasure that I provide the following recommendation for Karen Conte and ARS Consulting Inc. As I have known Karen for many years, she has continued to have high energy, extreme professionalism and adds value to organizations that are strategizing for success. Karen has expertise in all aspects of corporate management including P&L, operations, sales, marketing, sourcing services and management.

During this time, we have worked together on numerous projects that required in depth research, strategic thinking, and controlled program development. As a part of these programs, when vendor partners are recommended ARS reviews with the client the rationale on how these groups would be involved and the expected contribution they would provide in the project processes.

Karen exudes professionalism, straight forward thinking, team involvement and executes strategic analysis like I have never seen in my professional career. She has the know-how to perform in-depth business development research and targets the most appropriate market segments.

During Covid, we collaborated on a project for an automotive client and within two weeks we were able to present recommendations for strategic growth. In addition, present a number of groups for the client to consider engagement for success.

There are many more examples that I can site that illustrate Karen's "can do" team attitude and ability to work effectively under pressure. Given her extensive background in senior management, operations, sales and marketing, it allows her to hold her own in any situation with utmost professionalism and is not intimidated by the audience or complexity of the subject. She is always well prepared and her delivery reflects such.

I would without any reservation recommend Karen to you. She would be a tremendous asset in any company.

Sincerely

Kimberly A. Ziomek

Kimberly (Kim) Ziomek