




I am writing to you on behalf of a marketing communications professional I hired to reposition my company, develop a strategic position and communications plan to help grow my business. At the time we hired Kaminsky Brand Group, we were a struggling entity with a tired brand, no clear direction or the ability to communicate our benefits to existing and prospective customers.

Through Dyeables, Inc., one of my companies, I had the opportunity to work with Tom from 2011 through 2013, while he was Creative Officer at the company that bears his name. From the moment our relationship began, Tom immersed himself in our business, intent on absorbing every bit of information about both our business and our industry.

As CCO at Kaminsky Brand Group, Tom was responsible for developing the overall strategic direction, vision and creative platform for our brand image, elevating our commodity product to one of quality and high fashion for a variety of audiences. In addition to our brand image we had to demonstrate our benefit, marketability and unique qualities to both the trade and consumer. It was during this phase of our engagement that Tom demonstrated innovation, leadership and communication skills well beyond my expectations. From trunk shows and packaging to promotions and events Tom was able to create an excitement and buzz around our new product line that changed our brand image, created awareness of both our products and our company and had an impact on sales.

It was during this period that I really got to know Tom on a personal level. Tom spent considerable time understanding my needs and my ultimate goal for our business. Having had substantial experience dealing with advisors and consultants I was amazed at how much Tom truly cared about his clients. While in business to make money, Tom put aside the financial aspects of the business relationship to ensure that our expectations were exceeded.

I know that Tom would bring passion, innovation and success to any organization and be a key player in developing a company's brand to its highest level. I wholeheartedly recommend Tom Kaminsky and would welcome the opportunity to discuss further should you have questions.

Sincerely,


David Nectow
President & CEO