

LETTER OF RECOMMENDATION

Lesley Pacheco
VP Customer Experience and Marketing – Crown Castle

On behalf of Angela Santos:

The knowledge economy is real. It's a new world order where buyers make the majority of consideration decisions before brands even touch them. For marketers, we've always known the role of brand was much bigger. But for the rest of the world, it's clearer than ever that brand has become synonymous with customer experience.

The collection of experiences and interactions, big and small, that a customer has along the journey is the direct output of how your brand is measured today. When the stakes are that high, you need every part of the team that delivers against that in perfect motion.

And that's where **Angela Santos** comes in.

Angela is a unicorn in the world of creative. She has this unique persona where creative capability mixes with business prowess. The result is that with her at the helm of your design strategy and execution, you measure business results beyond creative outputs. She's the first during a client brief to ask what's the business objective, and on the other side, the first to ask did we achieve it and how do we get better.

As VP of Customer Experience and Marketing for Crown Castle, Angela was our Creative Strategist and Design Lead for demand-generation. During her tenure, she owned and executed on campaigns that delivered 65% of the new logo acquisition for a business line that was historically underperforming and experiencing net decline in growth—and those new logo results helped deliver 5% growth in bookings. She is the definition of where creative intersects results.

In my 20 years of experience leading teams, I've never met a creative leader who was as willing to roll up their sleeves, go back to the drawing board multiple times (and never let ego get in the way) and deliver outstanding results that propelled our business forward. If you can get her, snag her now - she's the key to your next big result.

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