

A note from a *former colleague*.

From David DeSmith — Creative Director and hiring manager at Cell Signaling Technology, with 35+ years in creative leadership.

To Whom It May Concern,

I've been a creative director for almost 35 years, working in some of America's most vibrant advertising markets and for some of its most recognized companies and agencies. I've seen a lot of creative talent in that time, and have hired more than 100 designers and copywriters over the course of my career. Many of them have subsequently asked me to write letters of recommendation, and I'm usually happy to do so. In the case of Henry Gwazda, with whom I recently worked at Cell Signaling Technology, I take particular pleasure in sharing my thoughts on the things that make Henry such a uniquely valuable and talented employee.

I was very impressed with Henry's experience and accomplishments at Charles River Laboratories and felt very lucky to have had the opportunity to hire him. In the time he worked for CST, his value to the organization (and to me as his manager) not only never flagged — it never stopped expanding.

First, Henry's design capabilities rank him in the top 5% of all designers I've ever worked with. His keen eye, attention to detail, and dedication to developing truly creative solutions for marcom assignments shined through in every project he worked on. His understanding of what constitutes compelling marketing — design, concept, clarity, psychology — is highly impressive. His standards are incredibly high.

Henry also has a deep understanding of the importance of process and organization. Where good processes didn't exist at CST, he invented them and put them into place. His creation of dozens of design templates aimed at streamlining our content development process was just one example. His creation of a comprehensive brand style guide for our global organization was another. Henry made the whole team better, and helped it work faster.

Henry's leadership skills were always in evidence. He onboarded and directed the work of a younger designer during his time at CST, and it was wonderful to see that person grow so much in her role, thanks in large part to the support and clear direction she received from Henry. He similarly helped a young copywriter with her skills development when she joined the company, even though it was not a requirement for his role. He served as a de facto creative director in every way even though he hadn't yet been given that title.

But it's not just creative team members who appreciated Henry and the way he approaches his work. Henry went out of his way to work collaboratively with everyone. Marketing managers, product marketing specialists, the sales team, regional marketers, and even members of our scientific research team — he took pride in helping to facilitate their work right along with his. He's service-minded, looks to create consensus, and on more than a few occasions took on the role of peacemaker when discussions looked like they might become contentious. He's as level-headed as he is creatively talented, and in my experience, that's a rare combination.

I could go on, but you'll have to learn the rest for yourself. If you're fortunate enough to get to interview Henry, I know you'll see him exhibit all of the qualities I've mentioned. And others. I simply cannot recommend him highly enough.

Kind Regards,

David DeSmith

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