

April 14, 2018

To Whom It May Concern:

This letter is to serve as a reference for Anthony Inniss. I worked with Anthony for 2 years while in the marketing department at Sally Beauty Holdings. Anthony was a member of the email team for which I had leadership responsibilities for over 1 year during which I worked with him closely.

Anthony had a large amount of responsibility and had ownership of our email trigger program. As such, he was in charge of trigger emails from setting the strategy, concepting the ideas, developing the creative, and taking the concepts all the way through to completion. He was required to work independently, but at that same time work with multiple teams to accomplish his objectives.

Anthony has many strengths. First and foremost, Anthony is great with relationships. He genuinely cares about people and is able to turn that into strong partnerships with other teams. Anthony is also a strategic thinker who is able to take business objectives and understand how to develop a plan to achieve those objectives. In addition, Anthony has a very creative mind and is able to produce excellent creative deliverables.

I enjoyed working with Anthony during our time together and believe he will be a valuable contributor within his future roles.

Best Regards,
Andrew Sonnichsen
Sr. Director, CRM & Channel Strategy
Sally Beauty Holdings