



April 8, 2017

To Whom It May Concern:

I am proud and honored to provide a recommendation for Martin Davidson as a talented creative director in consumer business.

Martin was Krispy Kreme's Global Creative Director for 2.5 years. We worked together for 10 months. During that time, he provided terrific, well-rounded leadership of the brand for Krispy Kreme. Martin led the strategic "tone and voice" work underway for Krispy Kreme. He created the first creative review process and then drove it throughout marketing in a way that was improving the consistency, creativity and effectiveness of Krispy Kreme's communication. He cultivated strong agency partnerships as well, and collaborated with other leaders to develop a more modern visual identity and improved briefing for marketers to inspire great work. During his tenure, Krispy Kreme won industry awards and accolades for creativity.

As a team leader, Martin deftly managed creative assignments between in-house talent, freelancers and creative agencies. He collaborated across the organization with valued input.

I have enjoyed Martin's partnership and leadership. As we have reprioritized resources internally, Martin's talents, strengths, and creative firepower are at a more advanced level than what is needed at this time to move the business forward. He will make a terrific creative leader at another organization. I recommend him unconditionally.

Sincerely,

A handwritten signature in blue ink that reads "Jackie Woodward". The signature is fluid and cursive, with the first name "Jackie" being more prominent than the last name "Woodward".

Jackie Woodward

Senior Vice President & Chief Marketing Officer