



Jan 12, 2023

Hi,

If you're reading this letter you're probably considering applying for a job at Pop! Promos. Before you submit that application I'd like to share a few thoughts on our company culture.

I cofounded Pop! Promos in 2012 on the premise that creativity, teamwork, and sweat could allow a tiny startup company to work with some of the world's most well-known brands. To compete in a crowded industry, I knew we'd have to out-work and out-innovate our well-established competitors.

To that end, we look for employees who have the requisite skills and experience for the job, are smart, and share our core values: "Good planning yields great results," "Act like an owner; think like a customer" and "Do the right thing." Once we find these people, we provide a lot of training (bi-annual top-shelf leadership training) and support (quarterly conversations with managers to evaluate performance and training), give a lot of responsibility, and invite our team members to rise to the occasion.

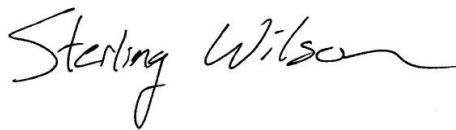
One of my favorite examples of this approach is the story of our Chief of Staff, April Fisher. April joined our team in 2019 as an entry-level project manager. She was a neurobiology major from Penn who hadn't found her groove in the working world and loves making her own beer- I was so impressed by her smarts, her curiosity, and her process-oriented mind that we offered her a job after the first interview. April was happily building processes to better manage our office when COVID19 hit and our business rapidly shifted to provide medical equipment to FEMA and state governments. April stepped up; working long hours and learning new skills to build out inventory management systems for the masks, gloves, isolation gowns, and thermometers we were bringing in. Six months later, our entry-level project manager found herself sitting with our executive team in our newly created Chief of Staff position and continues to

grow and thrive with the company.

April's story is a great illustration of how the combination of good fit (smart, hardworking, team player), opportunity (supplying the government with medical equipment in a pandemic), and rising to the occasion created a unique career growth opportunity at Pop! Promos.

If you share our values and want to work on challenging problems with a smart, enthusiastic, and highly motivated group of people, go ahead and submit that resume. I can't wait to meet you.

Sincerely,

A handwritten signature in black ink that reads "Sterling Wilson". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Sterling Wilson
President
Pop! Promos
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