



Liz DeStefanis Rosenzweig
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References

Professional References:

Tony Dillon

[LinkedIn](#)

Chief Technology Officer, Maestro Health • Worked together 1998 - 2000

tony@dillon.net

m: (847) 274-9626

o: (312) 517-3500

Direct report to Tony as Project Director of Siren Technologies, while Tony served as the General Manager. Later, I was selected by Tony to be the Product Manager/Partner for his software start-up company, Tzero, Inc.

Manolo Almagro

[LinkedIn](#)

Managing Partner, Q Division • Worked together 1996 - 1998

manolo.almagro@gmail.com

Manolo was the visionary at Siren Technologies and led all of the technical efforts. Our teams worked together to implement the various signage projects for which we were responsible.

Rob Diemeke

[LinkedIn](#)

Asst. Director, Application Architecture,

Development & Project Delivery,

Sysmex America •

Worked together 1996 - 1998

rdiemeke@comcast.net

Rob reported to Manolo and was in charge of digital signage connectivity. We worked on multiple projects together.

Geoff Hoffman

[LinkedIn](#)

Solutions Architect, Aprial •

Worked together 1996 - 1998

geoffrey.hoffman@gmail.com

Geoff reported to Manolo and was in charge of animation and graphics development related to the digital messaging strategy. We collaborated on multiple projects together.

Rich Christian

LinkedIn

Owner, Sedgwick Productions
o: 312-337-3460

christian@sedgwickproductions.com

• Worked together 1991 - 1994

Through a recruiter, Rich hired me to head up all of the sales and marketing efforts for his video and film production and post-production services.

Jeff Kressman

LinkedIn

President, Kressman Communications
jkressman@gmail.com

m: (847) 460-8687

• Worked together 1991 - 1994

Jeff Kressman was my client at Sedgwick Productions whose business I had earned through a consultative sales process, culminating in my earning his and his colleagues video related projects.

Liz Sweeney

LinkedIn

President/Owner Global Video Chicago

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lizs@globalvideochicago.com

• Worked together 1984 - 1991 &
2014-2016

Liz and I recently in the co-founding of a video streaming web site for independent artists. We also worked together at a full-service video facility, where I was in charge of B2B sales and Liz was in charge of duplication.

Adriene Dobrow

LinkedIn

Project Manager, Deloitte Touche
adriene@dobrow.net

• Worked together 1997 - 1998

After acting as the first Project Manager at Siren Technologies for a year, I was promoted to Project Director and then hired Adrienne. She reported to me and we worked together for approximately a year and a half. Our project team grew to four people by the time I left Siren.

Personal References:

Dr. Leigh Weisz

www.copingpartners.com

Children's Psychotherapist

Children Coping Partners

drweisz@copingpartners.com

o: (847) 497-8378

• Affiliation 2001 - Present

Attachment and other developmental delays are prevalent challenges for many adoptive families. Dr. Weisz has served as my daughter's therapist and we have worked together to help my daughter flourish.

I had the pleasure of working with Liz DeStefanis Rosenzweig for several years on technology projects for Fortune 500 companies including McDonald's, United Airlines, Pepsi/Frito-Lay, United States Postal Service, Target stores and Harris Bank. I was on the development side, and Liz was our project manager. Liz expertly carried out the duties of scheduling, organization, and troubleshooting, with a friendly style that would be welcome in any company.

If you might be considering working with Liz on your next venture, I urge you to say yes and give her a try. In the years since I've worked with Liz, I've rarely had the luck of working with someone else in a project management role who made the job fun and exciting like she did. She will take ownership of your brand goals and treat your business like it's her own, with grace and professionalism.

Yours Truly,
Geoffrey Hoffman
Software Engineer
[adMixt](#)
[LinkedIn](#)



I hired Liz DeStefanis Rosenzweig as my company's V.P. of Sales and Marketing, which is a position she held for over three years. Liz joined us at a mutually beneficial time, since our objective was to develop our post-production services and Liz was poised to grow this area of new business.

Liz helped us to develop a presence in the growing community of post production and full production services and accomplished serious sales goals for us, and herself. In addition to cultivating new accounts for b to b communications projects, she also helped us to hire a formidable talent to serve these new accounts: video editor, Sharon Pearson.

One of the primary accounts that Liz developed, United Stationers, (now Essendant), still remains a valuable client of ours today. Liz's tenure at Sedgwick helped increase our brand awareness as a video and film full services production company, providing services to independent producers, as well as large corporations, and advertising and PR companies.

The work we completed during this phase of our business was based on an ever-changing technology, which continues to shape the communications field today. During those times we had what was considered high-end equipment operated by competent people, providing services where we were competitively priced. Liz was an important engine to connect those services with clients who generally stayed with us for a good period of time - which, in a creative field, is a challenge.

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To Whom It May Concern:

I am a licensed clinical psychologist and specialize in working with children and families. I have known Liz Rosenzweig since 2010 when I began treating her adoptive daughter, Nicole. Most of my work has occurred with Liz being present in the room. Nicole has done work through play, and as she got older, through talk therapy. Together we have processed her issues of abandonment (by birth parents), the trauma of having lived in an orphanage in her earliest years. She also has had to confront struggles dealing with learning disorders and feeling different from her peers.

I used to joke with Liz that she was my auxiliary therapist because she was incredibly empathic in sessions with her daughter. Liz has a natural ability to connect with others through her endearing sense of humor and her ability to help others feel understood and heard. Liz is incredibly likable, positive, warm and smart. In addition, Liz interprets and understands her daughter's therapeutic play in a meaningful, intelligent and thoughtful way.

I have seen Liz pour herself into her "job" of parenting Nicole over the last 15 years. Nicole who was adopted from an orphanage in Bulgaria has special needs including learning disorders and a history of trauma. Liz has always followed through when asked to take Nicole to any number of "extra" appointments, from getting evaluated, to pursuing a social skills group or drama therapy. Such suggestions often overwhelm most parents. It was obvious to me in the way that Liz approaches parenting that she is a capable, responsible, resourceful, creative, intelligent and caring person who would be an asset to any organization or team. She is organized, comes to meetings prepared with notes of relevant topics to discuss. Liz came prepared to our initial meeting with all the appropriate documentation I would need to learn about Nicole. She has never cancelled appointments without advanced notice, shows up on time and takes her commitments seriously.

I know, without question, Liz would be an incredible person to work with as she asks the right questions, is eager to learn and grow, receptive to feedback and willing to put in the extra hours to do a great job. She is naturally a "people-person" and is respectful of others, open-minded and has good judgment.

Should you have any questions, feel free to contact me.

Dr. Leigh Weisz

**Letter of Recommendation for
Liz DeStefanis Rosenzweig**

March, 2017

I have known Liz for twenty-five years. Our relationship began when I was the Marketing Communications Manager for United Stationers, a nationwide wholesale distributor of business products whose customers included a diverse range of resellers, ranging from small independent businesses to multi-billion dollar corporations such as Staples. Although our company was adept at using traditional forms of media to communicate with our customers and end consumers – print catalogs, flyers, advertisements, sales manuals, etc. – we had not delved heavily into video as a communications tool, and we saw the need to do that.

Liz was the sales manager for Sedgwick Productions, a small video production company, and she made periodic contacts with me and others in my company. As a large corporation, we were not always oriented toward using small suppliers such as Sedgwick, and we had been contacted by much larger video production studios that were seemingly better suited to serving a company of our size and scope. Liz, however, was very persistent in pursuing us as a client, ensuring us that Sedgwick would provide the high level of quality production and support that we required.

Liz's diligence and skill helped convince me and several other United Stationers personnel that Sedgwick could do the job for us, and we hired them. Quickly, the work that Sedgwick performed for us grew from periodic individual videos to complete production of our national sales meeting content, including creative scripting, video production, talent acquisition, and on-site management. Liz was a constant source of reliable support for us, providing creative ideas, budget analysis, production coordination, and consistent feedback. She became a critical external member of our marketing team.

In recent years, Liz and I have continued our relationship, and we have had brainstorming meetings about current and possible future undertakings. As always, I find Liz to be creative, diligent, analytical, team-focused, and a major potential contributor to projects diverse in scope and budget. She would be a strong asset to your organization.

Sincerely,



Jeff Kressmann
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