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Sean Gallagher  
Executive Vice President  
Market Culture

Dear Sean,

I am pleased to report that we are making progress! As you know I was promoted to General Manager of the Luxury Products Group in July.

You will recall when I contacted you as the CMO of the US business I was very concerned about our culture. Specifically I was frustrated with the challenges of serving multiple market segments from multiple North American locations in an organization that was the result of several acquisitions that have struggled for several years to become one organization.

My appointment has thrust me right into the middle of resolving these issues and your research has provided an invaluable foundation for me to build on. The power of the information is sharing it not only with my staff but the entire organization. Showing them what they said as a group about our business was very enlightening to the organization and has made them part of the solution not just by standers.

We have much work to do but I am encouraged by our progress. Your work provided insightful, clear and easy to understand information that I believe was so critical to gaining the commitment from my team.

Thanks again and best of luck.

I will be calling soon to discuss next step.

Best regards,



Charles F. Lawrence  
General Manager  
Luxury Products Group  
Franke Kitchen Systems USA