

EXECUTIVE

BIOGRAPHY



Aaron Witsoe
President
Creative Business Resources

Aaron Witsoe is the president of Creative Business Resources and has served in this position for the past two years. His responsibilities include managing the strategic growth initiatives of the business, overseeing the executive team and promoting the company mission and vision to clients, vendors and employees. As president, Witsoe has been recognized for his instrumental role in building strong employee and client relations. He was recently featured as an 'HR Star' by HR Crossing, a leading online resource for HR professionals. Witsoe also has helped the company retain more than 90 percent of its clients; some from the first year the company opened.

CBR has won several coveted awards under Witsoe's leadership. In 2007, CBR received a "Best Places to Work" award from BestCompaniesAZ and the *Business Journal Phoenix* as well as an "Arizona Company to Watch" award by the Arizona Small Business Association (ASBA). CBR also was honored as a Better Business Bureau Ethics Awards finalist in 2006 and 2007.

Witsoe initially joined CBR as the regional sales manager, coordinating sales efforts with the service and operations teams. Witsoe began his professional career with a start-up company in Chicago, developing the first state-wide insurance publication in the nation, which reached thousands of agents nationwide. Witsoe holds a life/health insurance license as well a Bachelor's degree in Interpersonal and Group Communications. He is heavily involved in the community, working with organizations such as Project Cure and Phoenix Rescue Mission and currently acts as a chairperson to the Leadership Council in Arizona for the National Association of Professional Employer Organizations (NAPEO). Witsoe enjoys spending time with his wife and three boys, outdoor activities such as basketball and softball, as well as listening to music.