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**Petrick, Brad** <brad.petrick@verizonwireless.com>  
To: Aaron B Durham <aaron.durham@verizonwireless.com>

Tue, Nov 25, 2025 at 4:43 PM

To Whom It May Concern:

I am pleased to recommend Aaron Durham for a Senior Sales Director or equivalent leadership role within your organization. I have had the opportunity to work alongside Aaron as a peer during his tenure as a Senior Sales Director at Verizon, where I observed his impact on results, teams, and the broader business.

Aaron consistently shows up as a proactive, analytical sales leader who treats the business like an owner. He doesn't wait for performance issues or market changes to become obvious; instead, he actively mines data, trends, and front-line insights to anticipate what's coming and adjust course early. His use of performance dashboards, funnel metrics, and customer/market signals allows him to guide strategy with clarity and to keep his teams focused on the highest-leverage activities.

One of Aaron's defining strengths is his structured, organized leadership style. He brings rigor to planning and governance — from setting clear objectives and expectations to establishing operating rhythms that keep the organization aligned. Whether it's quarterly planning, launch readiness, or weekly performance reviews, Aaron is deliberate about driving clarity: who is doing what, by when, and how success will be measured. That structure creates confidence for his teams and partners, especially in complex retail and multi-channel environments.

Aaron also brings a notably strong change leadership and mindset. In a business like Verizon's, where priorities can shift rapidly around major launches, competitive responses, or organizational realignments, he has demonstrated the ability to embrace change, adapt quickly, and remain positive and solution-oriented. He helps his teams understand the "why" behind changes, translates new direction into practical next steps, and maintains a steady presence even in high-pressure situations.

Across my interactions with Aaron, several themes have been consistent:

- He uses data and early trend detection to stay ahead of risks and opportunities, not just report on them in hindsight.
- He leads with structure and governance, providing a clear framework in which his teams can execute effectively.
- He navigates fast-moving and evolving environments with composure, optimism, and a focus on what his teams can control.

While Aaron and I did not work in a direct reporting relationship, I have seen enough of his work and leadership style to be confident that he would add meaningful value to any senior sales organization. He operates with professionalism, maturity, and an enterprise mindset, and he represents his company well in both internal and external forums.

I recommend Aaron without hesitation. He will bring a thoughtful, disciplined, and forward-looking approach to growing the business and leading people.

Please feel free to contact me at 570-903-817 or [brad.petrick@vzw.com](mailto:brad.petrick@vzw.com) if you would like to discuss my perspective in more detail.

Sincerely,

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**Brad Petrick**

Associate Vice President  
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