



WORKFLOW MANAGEMENT COALITION

Process Thought Leadership™

759 CJC HIGHWAY, SUITE #363, COHASSET, MA 02025-2115 USA

January 23, 2010

To Whom It May Concern:

For the last 5 years I have had the opportunity to work regularly with Keith Swenson in his capacity as Vice President of R&D at Fujitsu America, Inc., as well as a leader of the Workflow Management Coalition (WfMC.) Prior to this I knew Mr. Swenson by reputation, as one of the most respected thought leaders in the field of workflow and collaboration.

As the most outspoken leader of the WfMC, Keith sets the agenda for the organization in regards to both operational direction and strategic focus. For a group composed of accomplished professionals spread throughout a worldwide geography, this requires both strong leadership skills, as well as the ability to build consensus across barriers of language and culture. Serving as our external spokesman, chief facilitator, as well as a frequent teacher to members and others, Keith is able to inspire and engage on a variety of complex subject matter.

Keith has consistently identified emerging technology and business trends before they are visible to others, yet is able to capture and articulate these in a way that is both actionable and meaningful to the entire organization. This combination of vision and pragmatism has been the critical success factor to all new initiatives and strategic partnerships that have defined the WfMC's work for the last decade.

I recommend Keith Swenson without reservation, as a professional who has been instrumental to the success of our organization, and as a thought leader who has clearly won the respect of a very broad base of professionals in both business and academia. Please contact me at (781) 923-1411 if I can provide any additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Nathaniel Palmer'.

Nathaniel Palmer
Executive Director and Secretariat,
Workflow Management Coalition