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March 31, 2009

To Whom It May Concern:

This letter is my personal recommendation for Ronnie Serr. He has worked for our California office for over five years as a contract developer and I have worked directly with Ronnie for the past few years. Due to the decision to integrate our California systems into another set of systems, his services are no longer required. This is in no way a reflection of his skills and abilities but merely a business decision to consolidate systems.

Ronnie is a take-charge person who has gained a solid understanding of our business over the years. When developing new solutions for us, he always uses his knowledge of our business to come up with an acceptable business solution, instead of merely a technical solution. He is also able to clearly present his ideas to business stakeholders as well as communicate the benefits.

We have not always gone with his recommendations, and though he has not agreed with all decisions, he has always worked within whatever constraints I have given him to deliver what the business has asked, whether or not it was in line with his ideas. This has been very valuable to me to know that he will always propose a viable solution to the problem at hand, but in the end, deliver what is asked of him.

As we run a 24/7/365 retail business, Ronnie provided excellent support to keep our systems up and running. He also did a great job collaborating with our corporate technology team to integrate our system, and migrate our servers to the corporate hosting facility.

I highly recommend Ronnie for any contract development work specific to his areas of expertise. He is a team player and would make a great asset to any organization.

Sincerely

Director of Technology and Courseware Development

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