

FROM SCOTT JENSEN

To Whom It May Concern:

I understand you are considering Robert Tercek to run a workshop that will help motivate and offer creative guidance to your company, specifically your product teams. I believe you have found the ideal candidate for this task, and it is without reservation that I recommend Robert.

You probably already know him as a digital strategist who couples a firm grasp of the current state of digital media with keen insight to where consumer interest will be in the future. He is truly brilliant in this area, and I recall his speeches from over 10 years ago that foretold our current market conditions. However, please allow me to share my personal experience working with Robert on a project very similar to the one you are considering.

I was CEO and president of Vindigo, a New York based mobile publisher with the leading portfolio of mobile applications and personalization products. We had the top-selling product in the U.S. and growing numbers of subscribers, but we had just completed a re-organization and the product team needed a 'jump start' to determine how to maintain market position and address the new challenges coming from Apple.

The team was balanced in terms of experience levels and they had some good ideas for future products, so we probably could have continued along the current path, but I really wanted to stimulate the growth of our business to keep pace. There was a relatively new person in charge of product development who was great with process and tactics, but he needed some creative mentorship. I immediately thought of Robert and asked if he would work closely with the product design, product development and marketing teams to kickstart the creative process. The goal was to re-boot the entire product development pipeline and methodology to be able to achieve the growth that the board of directors and I thought was possible.

He ran brainstorming sessions, design reviews, creative workshops and product design sessions along with roundtable discussions with the product and development teams. The result was that we revised the entire product lineup and set new delivery dates. Robert, myself and the senior management team then conducted near-term and long-term planning sessions for the release and marketing of the new product lineup, and we reviewed progress weekly against milestones. Thanks to Robert's efforts, we had a highly successful "reboot" of our product pipeline that was well received by all of our distribution partners and the Board of Directors.

Very few individuals could have accomplished this, and his level of professionalism and passion to create market-leading digital products anywhere in the world are unparalleled. It is also important to note that self-motivated people enjoy working with Robert very much, and he can leave a profound long-lasting impact on a product team.

I will bring Robert in again for brain-storming and creative sessions without hesitation if the opportunity presents itself, and I expect you will be pleased with the results if you do as well.

Scott Jensen
President & CEO
Vindigo Inc.