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To whom it may concern:

I am writing to you in support of Ms. Reesha Mercedes and her desire to attend University of South Florida's Master of Science in Marketing program.

I've worked with Reesha at Carter Validus since 2016, and we've collaborated on a wide range projects. During that time, I've had the opportunity to get to know Reesha quite well, and can thoroughly vouch for her character and abilities.

Reesha is a pleasure to work with because her enthusiastic personality and positive attitude, her drive for constant self-improvement, and willingness to take on any project. At Carter Validus, a large part of our job consists of working with difficult financial information in the form of repetitive tasks, which can be challenging for some employees. Reesha has been able to consistently perform, while maintaining her enthusiasm and positive attitude towards the task at hand. This has allowed her to develop her creativity and vision, and substantially grow her role within the Carter Validus marketing team.

Reesha takes advantage of all opportunities, both personally and professionally, for self-improvement. One of the most important parts of recognizing "drive" in my colleagues is the understanding of the fundamental need for ongoing self-improvement. Reesha is constantly looking for ways to better improve existing work flows and personal performance. Recently, she observed one of our due diligence meetings, which provides education for groups of financial advisors, and provided our marketing and executive teams with many constructive ideas to increase participation and understanding in this setting. Reesha has also made personal self-improvement a priority through various continuing education seminars at Carter Validus, and learning about different roles within the company.

On many occasions, I have asked Reesha to lead an initiative, or get involved with a project that was not part of her immediate job description. I'm pleased to say that Reesha has risen to every occasion, and completed these projects with her own vision and creativity. Earlier this year, she led an initiative to have over 500 financial advisors tour our properties and attend an information session about our company.

Her enthusiasm and her drive for education and self-improvement is what makes her such an exceptional candidate for the Science of Marketing program. Without reservation, I recommend her highly for your program. Please do not hesitate to contact me to provide you with any further information regarding Ms. Mercedes.

Best Regards,

Gael Ragone