

November 13, 2023

To Whom It May Concern

RE: Jon Doney, An Excellent Enterprise Sales Leader, Executive & Advisor

Dear Reader,

As a serial entrepreneur in the education sector, I've found key qualities like integrity, trustworthiness, bias towards action, thoughtful execution, and teamwork are required for sales leaders and their companies to be successful. Jon Doney has personified, modeled, and equipped others to exemplify these and other key traits since joining the LearnPlatform team in 2018.

Jon played a key role in helping develop and execute LearnPlatform's go-to-market strategy for a new category of enterprise solution in K12, leading to the broad adoption of sector-changing technologies by school districts and state agencies, resulting in the highly competitive, very successful acquisition of the company. From pre-COVID growth through COVID-era uncertainty, acceleration, and beyond, Jon held key responsibilities and delivered exceptional results, including:

- Development and execution of our growth strategy with state, regional and local education agencies, including direct sales, channel partners and government affairs;
- Building a scalable, repeatable sales process and team, transitioning from founder-led sales to enterprise growth with year-over-year improvement in fundamentals and top-line delivery;
- Recruitment, hiring and training of sales and customer success teams to deliver enviable performance results across new sales, expansion and retention;
- Expanded implementation of systems, tools, and territories for customer relationship management and sales operations to scale appropriately;
- Collaboration with company leaders on product, finance, marketing and people strategies; and
- Ultimately, helped lead LearnPlatform through a successful due diligence process leading to the acquisition of the company by Instructure, Inc.

Given Jon's natural process and solution orientation, attention to detail, years of industry expertise, and ability to garner trust and friendship from colleagues and customers alike, any leader and organization that works with Jon will know what they've got and be confident that he'll deliver results.

Best regards,

A handwritten signature in black ink, appearing to read 'KARL', with a long horizontal stroke extending to the right.

Karl Rectanus
Cofounder & CEO
LearnPlatform, Inc.