

17 July 2017

To Whom It May Concern:

Since our inception in 1991 we have been dedicated to improving the quality of education around the world. With the evolution of technology in the classroom and today's millennium students, we are driven to make learning personal for educators in order to help prepare today's students for tomorrow's jobs. I always keep my eye open for individuals who stand out, set an example, and go above what is expected. Jon Doney is this type of individual.

There are several qualities that Jon possesses I observed while working closely with him. He is a courageous leader, willing to speak up and share thoughts and opinions to help the organization improve and progress. This includes sharing thoughts that might not be popular with the CEO, that leaders are sometimes hesitant to share but need to be heard to strengthen the organization.

Jon prides himself in his ability to do what he says he will do. Whether it is following through on sales performance with sales leaders or individual sales representatives, working with accounting, meeting with clients for feedback, giving feedback to marketing, or finalizing a key deal, Jon has performed above expectations. He is quick to fulfill commitments, while being thoughtful about handling each situation appropriately and professionally.

Jon is a strong sales leader with a thorough understanding of sales process, effective procedures, quality practices including; hiring and training top quality representatives, refining sales processes, developing and working with sales leaders, creating motivating compensation plans for all sales team participants, and thoughtfully contributing and adding value to marketing when they need input. Additionally, he has a strong ability to forecast and hit numbers, and works well with accounting and other leaders on issues that may affect his team and/or the company positively or negatively.

Finally, as a member of our executive team I realized that Jon is a strong operator. He has the ability to look out ahead of issues in any area that may adversely impact the company, with a willingness to contribute and help improve operations. On several occasions, Jon would share insights and ideas that not only helped the sales team but strengthened the entire organization, while avoiding potential pitfalls and improving company morale.

At this point it may be assumed, but Jon is a consistent, dedicated, hardworking, motivated and positive leader. He will be an asset to any organization. He is one of the few people I would do all I could to have or keep on my executive leadership team in any organization where his experience would be applicable.

Sincerely,



Chet D. Linton
CEO & President