

To whom it may concern,

My name is Gricha Raether and I am the CEO for a Mexico-based fintech firm called PagoFácil. We are part of one of the largest holding companies in Mexico with over 160,000 employees, making us one of the largest employers in Latin America. In addition, I am the representative for the Democratic Party in Mexico and the founder and president of the Mexican Tourette Foundation. Before my current position, I was the Mexican Country Manager for American Cash Exchange (ACE), a US-based fintech firm operating both in the US and Mexico and offering technology services to cross-border money remittance firms.

I am writing this as a letter of recommendation for Debra Lynn Porter, whom I had the privilege and pleasure to work with very closely during my 10-year tenure at ACE. Much of what I am and what I know today as a high-level director, I have Debra to thank for. Her work with the local Mexican remittance market and lower-income beneficiaries was inspirational and fundamental for the success our company experienced in Mexico. Her ability to create strategies in a relatively foreign market, understand their care abouts and concerns, and craft the right messages – both graphically and in text – established a new level for marketing collateral that to this day, is praised amongst our many collaborators, partners, and customers. Her detail-oriented approach and artistic eye always gave our visual material a look that portrayed and communicated much more than expected. As marketing director for the US and Mexico, as well as the person in charge of business development with unmatched tenacity, made working at ACE an exciting and fulfilling learning experience.

I can wholeheartedly recommend Debra for any director-level position, without any reservation, as I know and have seen what she can do, not only in terms of improving the organization, but also given the positive effect she has on coworkers and anyone lucky enough to work by her side on under her tutelage. I am honored to be able to provide this recommendation and would be happy to speak about the impact she had during the time we worked together. I am convinced that any organization lucky enough to count her as their own, will soon wonder how they did anything before her joining.

Best regards,

A handwritten signature in blue ink, reading "Gricha Raether". The signature is fluid and stylized, with a long horizontal line extending from the left side.

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