

# Letter of Recommendation

To Whom It May Concern,

It is my pleasure to recommend **Brandon White**, whom I have had the privilege of working with over many years and across multiple companies, including Victor Dog Food, Sunshine Mills, and Next Level Super Premium Pet Food.

I have worked with countless manufacturers and sales professionals throughout my career. Brandon has consistently distinguished himself as one of the most knowledgeable, professional, and relationship-driven people in the pet food industry.

What has impressed me most is the consistency of his performance. Regardless of the company or brand he represented, Brandon always approached our business with integrity, preparation, and a genuine desire to help both Nelson Wholesale and our retail customers succeed. He understands that long-term partnerships are built on trust, communication, and delivering value—not simply making sales.

Brandon possesses an exceptional understanding of the pet food industry, distribution, retail operations, and the challenges faced by independent dealers. He has the rare ability to connect with retailers of every size, identify opportunities for growth, and develop strategies that benefit everyone involved. His product knowledge, market insight, and passion for the industry have always been evident.

Equally important is Brandon's character. He is dependable, honest, and follows through on his commitments. When Brandon tells you he will do something, you can count on it being done. Those qualities have earned him the respect of distributors, retailers, and industry professionals alike.

Having worked with Brandon through multiple organizations over the years, I can confidently say that his professionalism and dedication have never changed. He consistently represents the companies he serves with class and integrity while building lasting relationships that continue long after individual business transactions.

I recommend Brandon without reservation for any leadership, business development, or sales executive position. Any organization would be fortunate to have someone with his experience, work ethic, and commitment to excellence on their team.

If I were building a sales organization today, Brandon White is someone I would welcome onto my team without hesitation.

If I can provide any additional information regarding Brandon's qualifications or my experience working with him, please do not hesitate to contact me.

Sincerely,

**Doug Sefcik**

Nelson Wholesale Service, Inc.  
Brownwood, Texas