



EDIA Insight Solutions
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April 28, 2026

Re: Letter of Reference for Jodie Lucas, Strategic Initiatives

To Whom It May Concern,

It is my pleasure to provide this letter of recommendation for Jodie Lucas of Strategic Initiatives.

Jodie brings a high level of strategic thinking, professionalism, and execution to her work. Through our collaboration with EDIA Insight Solutions, we have seen her lead complex planning processes, engage stakeholders effectively, and deliver high-quality strategic outputs.

She has a strong ability to synthesize complex information, identify key priorities, and develop clear, actionable strategies aligned with both client needs and broader objectives. Her work is consistently thoughtful, well-structured, and results-oriented.

Jodie also demonstrates a collaborative and respectful approach across all her work, ensuring that diverse perspectives are considered and integrated into final outcomes. This is particularly important for projects that require strong stakeholder engagement and alignment.

I would strongly recommend Jodie Lucas and Strategic Initiatives for any strategic planning or economic development initiatives.

Sincerely,

A handwritten signature in blue ink, appearing to read "Matthew Martin", with a stylized, flowing script.

Matthew Martin
Principal and EDIA Specialist, EDIA Insight Solutions