

To whom it may concern:

This letter is written enthusiastically by someone who has worked with Rick David and who managed Rick in a Fortune 500 firm in the recent past. I am currently working at this firm which I cannot name because of its policies. This letter is my personal recommendation, not a recommendation from the company that employs me.

Mr. David represents one of those rare individuals who combine a wide understanding of strategy with the ability to apply that to specific marketing issues. Among the projects to which Rick first contributed at his most recent employment, was a novel merchant portal for businesses using our firm for credit card processing. The portal combined access to our company's on-line services, a vast resource library of on-line service and information providers, and, importantly, a template driven ecommerce enabled web site for the merchant customers to sell products and services on-line. In 2004 through 2007, Rick was the driver of content and new functionality for two innovative on-line business directories, for San Diego and for the state of Montana. Excellent writing on a wide range of topics plus a terrific sense of the consumer and business audience helped make these sites popular and useful. Newsletter and brochure development, business development and hands-on customer relationship management rounded out Ricks duties at this company.

There are few individuals who I have met who are as generous of his time and talent, or as effective at driving toward tough deadlines under pressure as Rick. Whether he works as a freelancer, as he did in his first project I mentioned above, or as an employee, Rick delivers value and hard work with honesty, good humor and persistence.

I would be happy to discuss his abilities further and can be reached at my personal phone number, 213-880-2448, or my email address, booksbygreg@yahoo.com.

Best regards,

Greg Imlay