



August 10th, 2012

Ron Nelson - Letter of Reference:

I have known Ron professionally for about five years. As both his immediate supervisor and as a senior manager with AT&T, I interviewed and hired Ron for a specific role in helping build and develop a 300 plus employee technical support center in Birmingham, Alabama. Without divulging corporate details, this was a federally mandated project where I needed to recruit a top candidate to fill a key position i.e., an experienced strategic planner, strong data analysis and results orientation, experienced in human resources, a proven leader (capable of long-term planning with organizational skills necessary to achieve results, and forceful just enough when presenting plans to others). In short, I needed a well rounded and seasoned manager.

Ron came to me highly recommended and I was not disappointed in his selection. During the time we worked together, I saw he enjoyed implementing comprehensive systems and particularly loved solving difficult problems.

In my experience as an officer with other companies, as well as my current role with AT&T, I have had the opportunity to work with a number of strong leaders and Ron clearly demonstrated those unique characteristics that only a small percent of the most talented managers possess. He is a natural leader and organization builder. He was able to quickly identify efficient processes and move them in the right direction. He is also extremely intuitive, seeing possibilities and correlating data that others have missed, and adept in sharing his vision with others. Most importantly, he was action oriented – key in marshalling strategic resources and making time sensitive decisions.

Ron delivered excellent performance whether working alone as an individual contributor as well as working with others in a team situation. Ron's experience in leading, guiding, and directing others enabled him to gain the trust and support necessary to achieve the highest level of organizational effectiveness. He is also highly organized and effective in managing complex projects. And, I believe that his managerial experience in marketing (sales, service, and process improvement), his ability to work well with people, and his success with organizational effectiveness make him an excellent fit for most any leadership position in a call center operations environment. His real strengths are his sound judgment, team-building, and his analytics – making him an outstanding candidate.

Prior to his departure from AT&T, I tried to dissuade Ron from leaving and had discussed with him potential opportunities for further advancement in key leadership positions within the company. But, his desire to move back to Pensacola was understandable and it was clear at the time that he places great value on home, family, health, and achievement with a balance of financial security. So, it is with great pride and professional friendship that I write you this personal letter of recommendation. I know that he is highly capable of achieving success in the position and that you will not be disappointed if you choose him to join your organization.

Regards,

Rebecca Frezza, AVP – Customer Markets
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