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Human Resources Contact

Dear Sirs,

I am writing to recommend Ron Nelson for a position within your organization.

I first met Ron when I interviewed him for the position of Center Manager in my Orlando Market Call Center during my tenure as General Manager of the North Florida Consumer Group. Although I had not met Ron before, I was very impressed with his background in BellSouth and his knowledge and understanding of our business and our customers. I promoted him to the position and he relocated to the Orlando area.

Ron did an exceptional job for me in that position. He took over a group that had recently lost their Center Director as well as the majority of their Assistant Manager Team. They were also having issues with the Local Union Leadership and morale was not high. Within a short time Ron hired and trained new management and implemented many new practices within the team that focused on motivation, creativity, and sound business processes that engaged the employees and immediately improved both customer service and sales results. Ron took the team from being last in our Region to being first in less than 6 months and consistently ranked within the top 10 percent into the following year.

When our organization restructured during the next year we decided to consolidate offices throughout the state into several cities. It was determined we would close the Orlando location and offered to move our people to a number of other locations. As you can imagine it was a very difficult situation and involved many sensitive issues. I can recall clearly that based on Ron's handling of this situation, his leadership, and his strategy to manage the transition, Orlando was the only team, among many, that maintained their performance during this consolidation. I was very proud of Ron and his team.

Eventually Ron and I moved on to several other assignments and positions in the company but kept in contact through a mentorship program. Ron has always been highly respected for his professionalism, flexibility, and innovative ideas along with his ability to lead.

If you have any questions or need further information, please feel free to contact me.

Sincerely,

Frank Castaneda
Director and General Manager
Mobility Retail Sales Operations South Florida