



**To whom it may concern,**

Every once in a while, you are asked to write a letter on someone's behalf. Sometimes you are excited to do so, other times a bit hesitant. And some of the time, the words "Are you kidding, do I have to?" come to mind.

This is one of those times where I am excited, in fact, privileged to write a letter about a man whose talents are too many to describe, and whose character is solid as a rock. *I'll be brief.*

Having worked with Kelly, I can tell you he understands every aspect of sales, marketing and design (online and offline) more than many people I know in the industry. I've been a CEO of one of the largest agencies in Southern California, so I speak from experience. When working with him, there is always a confidence that the job will get done and done right. Beyond that, we always have a great time doing it, and there is a passion and enthusiasm for the work that is always present. He eats stress and is intimidated by nothing I throw his way. Add to that he is fast, efficient and creatively brilliant and you have a rare resource.

As for his character, I can tell you that Kelly is about commitment and integrity more than anything and delivers what he says he's going to deliver. In short, he's a man of his word who thinks beyond himself and more about others...and that's what makes him so special. He is a great team player, a great communicator, great husband and father. Oh—almost forgot—he's incredibly funny and you'll be laughing a lot when he's around.

Kelly asked nothing more than for me to give you my honest assessment and experience of him. Well, if you're looking for someone in the sales and marketing arena, he's run an agency and understands all aspects of the marketing and branding world. Candidly, I can't think of a better choice than Kelly. So, in that, I say hire him and don't look back, you'll be grateful you did.

Dean Del Sesto

Brander, author, speaker.

