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Date: March 4th, 2017

To Whom It May Concern:

I am writing to recommend Kelly Walker whom I had the privilege to work with. Kelly brought fresh ideas and leadership to our Marketing Department during a critical time of growth for Sunshine Retirement Living. His high standards and exceptional abilities quickly became apparent, confirming my recommendation to add him to the team.

Kelly hit the ground running and seamlessly integrated with our team, garnering overwhelmingly positive feedback from corporate and community management staff. He displayed compassion and rapport with senior residents he came in contact with, and displayed a keen understanding of our target audiences and how to generate leads through spot-on advertising. He has a unique and effective set of skills that encompass left-brained data analysis and right-brained creativity. He has shepherded a complex, multi-community budget responsibly.

Kelly created a multimedia advertising campaign that sets our company apart from the competition and, as I told Kelly, will move our firm to its next level. The ads he created were extremely creative and out-of-the-box and received widespread acclaim throughout our organization.

Kelly is a true leader with the ability to orchestrate a complex diversity of staff, vendors and prospects. He demonstrates the ability to motivate team members.

The marketing plan he created, the work he accomplished and the processes he set in place will serve us for years to come.

I will not hesitate to give Kelly the highest recommendation, and have no doubt that he will be a high-level asset for his next employer.

If you have further questions, please do not hesitate to contact me at 650.580.5475 or mark.peper@sunshineret.com.

Sincerely,

Mark Peper

Mark Peper, COO
Sunshine Retirement Living