

**(Name of Person Providing Reference)**  
**Vice President, Sales**  
**(Company Name)**

January 4<sup>th</sup>, 2010

Dear Executive Committee,

It is with great pleasure that I write to you to recommend Michael Evans' application to the MBA program at University of Western Ontario, Richard Ivey School of Business.

I have known Michael for ten years. For four of those years he reported to me in my capacity of Director of Sales for (Company Name) Internet and E-Business Services. Michael is a quick study with an open mind. Because of his outstanding leadership skills and sales ability, within only seven months, I was pleased to recommend his promotion from Account Representative for the Internet and E-Business Sales division to Account Manager.

Michael is a dynamic, charismatic and highly intelligent person who understands how to quickly recognize and maximize opportunities in challenging times. During his time at (Company Name) he was able to embrace the momentum and unpredictable situations that rapidly changing technology generate in the market place and turn it to the company's advantage.

The detailed market intelligence that Michael gathered gave him a thorough understanding of the competitive retail environment the new internet technology had created. As a result he knew how to best position our products and services among our partners, achieving an increase of 129% market share for our department.

Michael is an excellent manager of people. His abilities earn their respect. He had an intuitive grasp of the internal "hum" of the company, setting the groundwork for an enthusiastic exchange and implementation of ideas and fostering a strong sense of partnership by understanding and making the most of each person's strengths.

He is resourceful, observant, decisive and very grounded. He can juggle multiple challenging objectives and bring them to fruition. This combination of qualities earned him the "Most Valuable Person" award in the E-business Services and Sales department for exceeding achievement of sales in his first year.

Michael is an astute and eager learner and thrives on grasping the underlying principles of how things work. Given your program's emphasis on advanced management topics I know Michael would be a great fit, a leader among students and an active contributor to the school's ideals and reputation. His energy, humour and team spirit would be an asset to fellow students and academic staff alike.

I enthusiastically recommend Michael for admission to Ivey's MBA program.

Sincerely,

(Name)  
Vice-President, Sales  
Name of Company.