Shad Burner  
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To whom it may concern:

I am writing on behalf of Bob Miller regarding the Marketing Director position at Si03. I’ve known Bob for five years, two of which we shared as employees at Rust Communications. Though he and I didn’t work in the same division of the company, I quickly grew to respect Bob and turned to him as a trusted advisor, colleague and friend. I believe he would be an exceptional fit for this position and will outline a few key reasons below.

First and foremost, Bob is a gifted writer. He has spent his career mastering the written word and exhibits an uncommon ability to deliver a message with clarity and precision. But perhaps more importantly, he has constantly challenged himself and his team to deliver those messages through increasingly innovative channels to more focused audiences. I know few people with Bob’s level of expertise in creating and delivering the right messages to the right people.

Additionally, Bob always brings tremendous effort to his work and does what it takes to get the job done. He is in a challenging industry that has forced him to do more and more with less and less. He and his team continue to put out a strong product every day through more efficient workflow processes and sheer force of will.

I have also observed Bob consistently identify and pursue innovative strategies to improve the Southeast Missourian on many levels. He is able to understand the broader goals of the company and play a key role on the leadership team, always adding value and helping the organization become better.

With his strong communications skills, management experience, innovative approach to work and overall contribution to his company, Bob would make an incredible asset to your team. I give my strong recommendation for Bob Miller to be the Marketing Director at Si03. If you have any questions, I would be happy to discuss further.

Sincerely,

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