



BrandRPM, LLC
2605 old charlotte hwy
monroe, nc 28110

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To Whom It May Concern:

I strongly recommend Susan MacCargar for employment. She would be an outstanding addition to any marketing or creative team.

I have known Susan professionally for nine years. Most recently, Susan served as creative director, then as communications director on my marketing team at RolloverSystems. The challenge we faced was to make a startup company with no revenue, few employees, and a totally unknown product appear ready to do business with the nation's top employers and financial service providers.

Susan was instrumental in developing and implementing a go-to-market strategy that put RolloverSystems on the retirement industry map quickly and cost-effectively. She created a consistent brand identity for the company and helped implement it across all media, from website to sales collateral to trade shows. She single-handedly orchestrated RolloverSystems' presence at a dozen premier trade events per year, from the blockbuster Society for Human Resource Management (SHRM) Expo to several highly targeted investment, pension and benefit symposiums. In all cases Susan's work not only presented RolloverSystems as a top-tier player in the retirement industry, but also brought results. One year at SHRM the company returned with over 10,000 qualified leads from booth visitors, a record according the company processing the data.

As the company built a sales force of financial services veterans, Susan always stayed a step ahead. She developed and deployed sales support materials that kept RolloverSystems looking like it belonged in the conference room with industry giants like Fidelity, Morgan-Stanley, TIAA-CREF and Charles Schwab. This was not just a matter of creating outstanding material. Usually it meant late nights printing, binding a mailing to ensure the sales team had what they needed where they needed it.

One could not hope for a better employee or co-worker than Susan. Not only is she outstanding at the nuts and bolts marketing and creative work, she is a great all-around team member. She is always both professional and positive. She has developed excellent supervisory skills, setting a great example and eliciting high levels of performance and professionalism from her subordinates.

Susan MacCargar has my strongest and unqualified recommendation. Please do not hesitate to contact me if I can provide any additional information.

Sincerely,

A handwritten signature in black ink that reads 'Brad Gilliam'.

Brad Gilliam
Owner, BrandRPM, LLC