



MILLENNIUM PARTNERS

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November 8, 2016

To Whom It May Concern:

It is a pleasure to extend my recommendation of Daned Kirkham for your organization.

I was introduced to Mr. Kirkham in 2008 through a trusted colleague, and initially contracted with him to perform an internal review of our sales organization and provide guidance for a project during a time of challenging market conditions. Upon completing the review, we proceeded with implementing several of his recommendations and continued to retain his services over the coming years as a consultant to our company.

During his time with our organization, Mr. Kirkham displayed professionalism, provided thoughtful insight and was a valuable source of industry knowledge and experience. Through the assistance of his contributions, our company has seen remarkable sales growth and achieved the successful completion of projects located in San Francisco and Boston.

Projects and tasks that Mr. Kirkham was directly involved during his time with us include:

- The development of a multi-staged sales process that specifically categorized the targeted segments of our sales cycle.
- The design and implementation of a proprietary database solution that has integrated our sales, marketing and administrative efforts.
- The development of new technology and digital tools to reach new customers, communicate with existing clients and drive our sales and marketing efforts.
- The creation of a branded lifestyle programming concept that has attracted industry wide attention and increased both sales velocity and volume.
- The research and assistance in developing an international sales platform that has diversified our sales distribution channels and led to an increase in overall sales volume.

During the execution of these campaigns and others, Mr. Kirkham was a trusted voice in our company in regards to our overall sales and marketing efforts, and I believe he can offer these same qualities to your organization. Please feel free to contact with me any questions.

Regards,

Richard Baumert  
Partner  
Millennium Partners