

**Janice Ortbring – Marketing, Branding, Advertising Expert | Speaker & Connector**

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To Whom It May Concern:

I take great pleasure in serving as a professional reference for Janice Ortbring. I have known Janice in a variety of capacities for almost two years, as the Marketing and Communications executive for the organization, but also as a member of the Community Action Committee.

Janice embodies the leadership acumen, expertise and knowledge worthy of someone that's been in her field for decades. She is considered a trailblazer who has built a reputation as a skilled, reliable, creative, and insightful Marketing executive, with a high level of integrity, enthusiasm, and commitment to finding solutions that supports the organization's marketing and communication needs.

Janice is committed to her craft and has spent tireless hours working on behalf of the organization to provide effective and timely marketing/communication solutions that meet the needs of the business and is appropriately tailored to the diverse needs of the overall organization.

Janice has a strong sense of community as demonstrated through her service as a member of the Community Action Committee. She has single-handedly developed and launched a virtual resource kiosk to support the Black Student Fund annual school fair while balancing the many marketing/communication priorities of an organization that's accelerating through change. She played the lead role in driving all marketing and communication activities surrounding the Bank's systems conversion which was instrumental in the success of this change- due to the level of customer engagement and understanding through the various messaging, as to how this major change would impact them.

Janice is passionate about the role that corporations as well as individuals can play to effect change. She has a pulse on the needs and concerns of the organization's customer base and is creative in looking for ways to deliver on strategic priorities.

Janice is a thorough and competent professional who is well respected by her peers and exemplifies the personal and professional characteristics fundamental to what makes a great leader in her field, but as importantly in our community.

Respectfully,

*Eartha C Morris*

Eartha Morris  
EVP/COO

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