

July 20, 2018

To whom it may concern:

This is a letter of recommendation for Janice Ortbring. IN my previous role as the Bank of Ann Arbor Birmingham District President, Janice and I collaborated and coordinated marketing strategy for the Birmingham market. This was a very important initiative for the bank, as they had just acquired the Bank of Birmingham, which was located in an entirely new market for the bank. Tasks for this initiative include market research, a name change, brand integration, a social marketing campaign, team expansion and an advertising campaign.

Not only did I truly enjoy working with Janice but I was also very impressed. Janice is a true professional that knows her craft. She quickly immersed herself into the Birmingham market to get to know the team, the existing customer base, and the particulars of the community. She is a consistent and clear communicator that helped her quickly earn the trust and respect of others, leading her to understand this market.

Janice's leadership, contributions and support lead to a successful implementation of the new brand in a new market, as measured by strong client return and growth that exceeded projections. Without reservation I highly recommend Janice as a candidate and would be happy to discuss further, as necessary.

Best regards,
Jenny Meier