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To Whom It May Concern:

This letter is my personal recommendation for Larry Rondeau. I have been Larry's immediate supervisor for the past year and have worked very closely with Larry, in various capacities, for the past 7 years. In that time, I have found Larry to be very professional, knowledgeable and passionate. Larry's loyalty, dedication and persistence are simply traits you cannot teach. Additionally, his desire and unique ability to continually come up with new ideas and solutions have proven to be very valuable. *I'd like to illustrate two such examples:*

1. **Client:** 1 Major New England University

Problem: Conversion (Yield) – Turning “accepted” students into “enrolled” students

This University was struggling to enroll accepted students at an industry standard rate. Larry's innovative solution was a multi-channel approach that included unique methodology combining psychology, technology and design to deliver individualized communication to accepted students in print and digital form.

The Allied Yield program, conceptualized by Larry, resulted in over \$500,000 of year-one incremental revenue and a projected \$1.8 million dollars of revenue over 4 years for this University.

2. **Client:** 1 Major New England University

Problem: Stealth Applicants – Students not identifying themselves until they actually apply

This was not only an issue for this University, but has become an acknowledged industry-wide problem. Larry's solution was an integrated approach that enabled prospective students to easily select academic and extra-curricular interests online that generated customized brochures “on the fly” based on the selections made. Prospects could also choose to have this brochure printed and mailed to them.

The Allied Stealth program, conceptualized by Larry, boosted conversion rates from 20% to 33.8% (69% increase) and nearly doubled yield rates for stealth applicants.

The above are just two examples of the impact Larry is capable of making. Not surprisingly, the success of these two solutions has enabled The Allied Group to establish considerable market share in the higher education space.

In the past year, Larry has shifted his focus to researching and writing unique content to help drive Allied's own marketing efforts. He has produced a combination of over thirty case studies, white papers and articles that have been used as calls-to-action in Allied marketing campaigns and SEO efforts. Additionally, he has created two blogs, a higher education focused blog and a business blog, that he has actively written and distributed fresh content through. This effort has significantly increased Allied's web traffic and has helped generate marketing quality leads that have been nurtured to become sales ready.

I highly recommend Larry for employment. As a member of your team, he brings a proven track record of performance as well as an open mind to continue to learn more and try new things.

Sincerely,

David Speakman
Marketing & Creative Director, The Allied Group

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