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To whom it may concern:

This letter is in support and recommendation of Larry Rondeau. I have known Larry since 1987 when I first joined The Allied Group. He was a very gracious and helpful supporter of mine coming in to the organization as “the new guy”. Later, as I was promoted into management, Larry reported to me for 20 of the last 22 years.

Larry is an individual of the highest character and integrity. His work-ethic is unmatched. He has a high degree of task completion, routinely achieving his quota and all activity goals that went into making the number when he was in direct sales. He has won many sales awards at Allied.

He has always shown an extraordinary ability to grasp difficult situations with prospects or customers and come up with novel and cutting-edge solutions. His knowledge of business process combined with his insatiable curiosity has help Allied grow into many new areas of both products and services over the years. He transitioned these skills into a successful run in business development, opening the education market to Allied and opening dozens of new clients in a few years.

More recently, Larry has embraced a marketing role, studying the nuances of the use of psychology in marketing. He utilized that knowledge in written communication and marketing programs to achieve greater response rates and results. He has developed several large blog followings in both the insurance and Higher Education industries.

Despite these achievements, sadly, due to economic circumstances, Larry’s is one of many jobs that Allied needs to eliminate at this time.

Larry will be missed greatly. He is certain to make a positive impact at any organization with which he ends up associating.

Please feel free to contact me at any time with any questions that you may have.

Best regards,

Brian Butler
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