



INTELLIGENT COMMUNICATIONS

To Whom It May Concern:

This letter is my personal recommendation for Dennis Firenze. Until just recently, I have been Dennis' colleague at Avaya covering the WalMart Account. I found him to be consistently pleasant, tackling all assignments with dedication and a smile.

There are certain characteristics of colleagues, which rise to the occasion at the right place, and right time, making all the difference in the achievement of success. While working with Dennis on a "Fortune 1" account, he definitely proved to have, and to execute upon the critical characteristics for success that were very much needed - Vision and Strategy! In this account, our coverage was sparse, disparate and lacking in a global unified strategy. Dennis engaged strategic consulting resources and unified the various global businesses into a singular vision for success. With a strong willingness to break the status quo of accepting our run rate business, Dennis immediately engaged the team, along with outside resources, to develop and implement a strategic vision that both protected our regional run rate, but most importantly, specifically put forth a strategic plan to exponentially grow our business through a global vision. It was a brilliant plan, and one that all too many are simply not willing to put forth the massive effort and complex strategic thinking, nor accept the risk required to undertake. Highest regards and recommendation for Dennis, in any role which requires a person willing to take the risks, willing to accept and work through the complexities and capable of taking a scattered, non-strategic engagement and unifying it into a comprehensive growth vision."

Craig Coale, *Senior Manager - Solutions Consultant, Avaya,*

+1-502-500-2070 (*mobile*)