

Vincent Wishrad
2837 Summerfield Rd
Falls Church, VA 22042

To Whom It May Concern,

I am pleased offer this letter of recommendation for Bryce Tugwell as an outstanding digital communication specialist.

I supervised Bryce while I was the Vice President of Community and Membership at the Jane Goodall Institute from September 2008 through Bryce's departure in June 2009.

During my tenure at the Goodall Institute, our team was charged with finding a new backend platform and CMS for our website (janegoodall.org) and creating a new engaging site design. Bryce Tugwell led the effort from start to finish. We completed the new system and design under budget using open-source tools – Drupal and CiviCRM. The new toolset helped us significantly increase overall online revenue from \$300,000 annually to more than \$450,000 annually.

In addition to spearheading the search for the new toolset, Bryce also personally created the design for Janegoodall.org. This helped the Jane Goodall Institute save more than \$20,000 in website design expenses.

Bryce's skills as a designer and online strategist are second-to-none. He helped us think creatively and design one of our most successful online campaigns – "Fill the Basket" – which allowed users to "pick" what food to purchase for chimpanzees to eat at the chimpanzee sanctuary in Tchimpounga, Tanzania. The "Fill the Basket" campaign generated more than \$75,000 in revenue and beat all revenue expectations.

Bryce Tugwell is a consummate professional and an individual I would hire for any online marketing position I had available.

If you have any questions, please feel free to email me at Vinnie.wishrad@gmail.com. You can also call my cell at 202.344.6878.

Sincerely,

Vincent Wishrad