

To Whom It May Concern,

*I highly recommend Mark for any role requiring strong strategic thinking, consumer insights, customer relationships, and leadership. Mark was a key partner in developing and nurturing relationships with major retailers like Target during our time at Scott & Jon's.*

*Specifically, Mark spearheaded the consumer insights and innovation portions of a presentation for a critical top-to-top meeting with Target. He skillfully crafted a compelling narrative that aligned our brand strategy with Target's "Guest" expectations, leveraging demographic and psychographic insights to demonstrate how our innovation could drive category growth.*

*Mark's leadership, strategic acumen, and genuine commitment to understanding customer needs make him an invaluable asset. He builds lasting relationships that foster collaboration and deliver sustained business growth.*

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Scroggins". The signature is fluid and cursive, with the first name "Jeff" and last name "Scroggins" clearly distinguishable.

Jeff Scroggins

Executive Vice President, Sales & Business Planning  
Cleveland Kitchen