



To: The Maine Technology Institute
From: Janine Bisaillon- Cary, Maine Center for Entrepreneurs
Date: 21 September, 2022
Re: Maine Entrepreneurial Resource Corps (MERC)

Dear MTI/MERC Review Committee:

Please accept this letter of recommendation for Barry Wilfand of Naturally Collaborative Business Consulting, as a consultant for the MTI/MERC program. As program manager for the MarketShare Food Accelerator at the Maine Center for Entrepreneurs (MCE), I have had the opportunity to work with Barry over the past year on various consulting/technical assistance projects for our MCE food and beverage producers.

Barry's many years serving as VP of Global Consumer Sales for Tasty Bite, a subsidiary of Preferred Brands International and work with various Consumer Packaged Goods (CPG) companies such as Tom's of Maine and Dr. Hauschka Skin Care, has provided him with in-depth knowledge of both the natural/specialty and conventional retail sectors throughout the U.S. and internationally.

His guidance using market trend data and internal data analytics has been invaluable to Maine companies – particularly those looking to position their products, understand their consumers, and grow their market presence strategically. Barry has also been helpful working with Maine's small and medium-sized businesses in their development of internal tracking systems and coordinating efforts between operations, finance, and sales teams.

I believe MTI's program will greatly benefit from having Barry as an approved MERC consultant. His longstanding commitment to Maine and extensive connections in the food and health care products sectors will be a true asset for this MTI program.

Please feel free to reach out if you have any questions.

Sincerely,

Janine B. Cary

Janine Bisaillon-Cary
MarketShare Food Accelerator Program Manager,
Maine Center for Entrepreneurs