



September 30, 2022

Recommendation for Barry Wilfand as MERC Consultant

To Whom It May Concern at MERC:

Barry Wilfand mentioned that he may be interested in serving as a consultant within MERC's network and I am writing to express my full support for his expertise and potential role as a consultant.

Barry served as my mentor for MCE's Top Gun program and his mentorship was incredibly valuable. I am in the process of commercializing a Maine-based salty snack, and the CPG world is new to me. Barry's background in sales, operations, team management, and building mission-driven companies in both CPG and personal care industries was a great fit (though perhaps a bit over-qualified, as I was pre-revenue!). Barry was patient, encouraging, open, and helped me think through my approach without being patronizing. I have continued to work with him beyond Top Gun, and I look forward to being able to tap into his wisdom as my company begins sales, builds relationships with brokers and distributors, and lays a foundation for growth and continued momentum.

I know that Barry has worked with businesses small and large, and I am sure that he would be able to support companies early in their adventure as well as larger companies that might be transitioning from founder-run companies to growth-oriented, investment/acquisition-ready organizations.

Please let me know if you have any questions (207-233-7893 or toby.ahrens@gmail.com). Barry is a great person with incredible experience – you will be lucky to have him in the MERC rolodex!

Sincerely,

A handwritten signature in blue ink, appearing to read "Toby Ahrens".

Toby Ahrens
Owner, Diggables