



THE CALIFORNIA SCHOOL OF INTERNATIONAL MANAGEMENT

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To whom it may concern

I know Maria Eugenia Perez personally and professionally for more than 10 years. We worked together through Latin Interactions and we crafted a business plan for NBC6, in collaboration with the Sales VP, Data Mining Manager, and a Graphical design architect. In this business plan we presented new ideas in how to increase the numbers of business partners and Clientele through the web. In this regards, we proposed new marketing strategies to reach this objective and allowed the company to generate new sales and increase the revenues.

During this process, Ms. Perez was the liaison between the Client and our organization. She demonstrated to be very professional, analytical and she addressed the process with a lot of enthusiasm gathering all the business requirements from the Client, to later create the final request for proposal. She demonstrated strong abilities to manage a project and delivered on time, directing the entire team involved in this project.

I believe that any company, who contract her, will be benefited with her professional skills and abilities to communicate with the client and gather the business requirements in a precise and effective manner. I strongly recommend Maria Eugenia Perez and hope a company sees the value of her capacity to enhance the operations and the business in overall.

If you need to contact me, please do not hesitate to call me at (619) 272-0426 or email at Jorge@reinoza.com

Sincerely,

Dr. Jorge Reinoza
DBA Marketing Strategies
Professor at The California School at the International Management
