**August 10, 2012**

**Admissions, Tippie School of Management**

**Executive MBA Program**

**100 Pomerantz Center, Ste E444**

**Iowa City, IA 52242-7700**

**Dear Director**,

I am writing to today to recommend Leif Bush for admission into the University of Iowa’s Executive MBA Program. I have known Leif for 15 years, and he has worked for me (with me) in marketing for approximately eight of those years.

It should go without saying that and he is a remarkable marketing talent, with an eye for not only growing his traditional business, but also seeking out opportunities in to expand the business.

Leif has always taken his role seriously and is passionate about his results. Beyond his passion on driving performance, Leif is a natural leader, and fights hard for his beliefs. He’s at his best in a group environment and is consciously proactive at getting full involvement of all other team members to derive the best results possible. He has a very effective personal style and will be looked to for continued executive leadership with our Ecommerce Marketing efforts.

I have the deepest personal and professional respect for Leif, and sincerely belief he will bring his unique energy, optimism, passion, and tireless creativity to your class and classroom. He has my highest endorsement. If you have any questions about this recommendation or my endorsement of Leif, please do not hesitate to contact me and I will gladly try to help.

Kind regards and best wished for a successful Executive MBA class.

Giles Poladoras

CEO of Snubby Enterprises

319-522-9999