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| **[Sender Name]** | [Email] |
| [Sender Title] | [Address] |
|  | [Phone] |

Katie Smith

Lead Marketing Writer

Johnson Marketing Company

[Date]

**To whom it may concern**,

I'm writing on behalf of Lucas Smith, whom I believe would make an excellent CEO for ABC Marketing Writing Company. I've worked with Lucas for 10 years, and he has provided excellent guidance through difficult times in the market. When he took over as CEO, he guided our small marketing team to a national business with offices in four states. In addition, his guidance helped improve our profits from $500,000 per year to nearly $50 million in just 10 years.

Lucas is a detail-oriented professional who prioritizes employee needs. His strong interpersonal skills helped create a potent marketing team of skilled writers dedicated to success. He carefully selected only the best writers, identified vital customers and provided a brand vision that exceeded our expectations. No other employee worked as hard as Lucas in our firm.

Lucas provides a consistent and positive presence in whatever business venture he explores. He continually finds new ways to expand our operations and provides hands-on help when necessary. For example, I've watched him write and edit content alongside each of us and then travel to a meeting with a potential client to complete a deal. Strong interpersonal skills and empathy help make Lucas's work processes even more effective.

It's my pleasure to recommend Lucas Smith for the position of CEO. His high level of expertise and self-confidence pair with solid leadership skills and a firm understanding of business operations. Please call me at 555-812-9264 or email me at ksmith@email.com to learn more about his qualifications. I'm also willing to speak directly with the board about his abilities.

Sincerely,

[Signature]

Katie Smith

Lead Marketing Writer

Johnson Marketing Company