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Doug Heilbrun  
NexGen Consultants  
Cincinnati OH 45244

Dear Doug,

I am happy to write this letter of recommendation for NexGen Consultants. We recently completed an Optimization Plan to determine how we could maximize our Salesforce investment. We had the pleasure of working with Justin Davis and Maria Kelley. NexGen helped us identify the immediate enhancements to achieve our goal for optimizing our use of Salesforce with alignment on our business needs and priorities.

We determined that we wanted to focus on Pardot and improving our use of the tool. Maria Kelley has taken the time to learn our business and continues to work with us to customize Pardot for our unique circumstances. I would like to especially compliment Maria on her help with a recent project we completed that involved an SMS integration with Salesforce and Pardot. Prospects can now text "BEACON" and receive a whitepaper. The project was complicated and had many moving parts. Maria worked with various teams to help bring the campaign together.

The NexGen team of experts knows Salesforce and Pardot and continually strive to exceed expectations. I confidently recommend NexGen Consultants as a premiere Salesforce and Pardot partner.

Sincerely,

A handwritten signature in blue ink that reads "Kartha L. James". The signature is fluid and cursive, with the first name being the most prominent.

Kartha L. James  
VP of National Accounts

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