

April 16, 2018

Randy Davis
NexGen Consultants, Inc.
Cincinnati, OH 45244

Randy,

I would like to thank NexGen Consultants and Salesforce for your generous support and extra efforts for the Miami University Farmer School of Business.

Over the course of the past three years, you have personally given your valuable time to provide Salesforce CRM classroom instruction to over 600 undergraduate marketing students. Additionally, NexGen worked with Salesforce to provide complimentary licenses for student use, in supporting our "Sales Challenge" program, which is part of our marketing curriculum.

The Sales Challenge involves local companies and major corporate regional offices volunteering to take Miami University marketing students on sales calls. NexGen configured Salesforce to enable our students to enter Accounts, Contacts, Opportunities and Meetings resulting from the sales challenge activities and to track Pipeline and Forecasts on a Dashboard. This exposed and educated our students on the capabilities of Salesforce.

Several students have landed Salesforce-related jobs upon graduation. I have been told referencing their Salesforce classroom instruction and Sales Challenge experience on their resumes contributed directly to their job search success. Further, five students from my sales classes are now employed directly by Salesforce.com.

The Farmer School of Business is ranked in the top 25 nationally among undergraduate business programs. We can't thank NexGen and Salesforce enough for their contributions in bolstering our curriculum further with practical experience with the world's leading CRM.

Sincerely,



Patrick Lindsay

Farmer School of Business
Department of Marketing Faculty
First Year Integrated Core Faculty
Pi Sigma Epsilon Business Fraternity, Faculty Advisor