

March 11, 2014

To Whom it may Concern:

I am writing to give my recommendation for John Cruz. I have agreed to write very few recommendation letters so I had to do some research on ways to go about doing so. Some direction was to focus the letter on employment, others on character. I think both go hand in hand, and having John in my life professionally and personally for many years showed me that, and I would gladly recommend him for anything he feels he's capable of doing.

In 2008, John became the first full-time employee of The Red Theory, a Michigan-based website design/development and online marketing business which I founded in 2007. It would be no stretch to say that John was critical to our success. He has a broad skill-set that made him an asset to myself, the company, and future employees to come.

He always operated with the best interests of The Red Theory and myself in mind. From a technical perspective he was more than capable to handle the tasks given him, and I could count on John to complete those tasks skillfully and in an appropriate timeframe.

Whichever company is lucky enough to employ John in the future will have a skillful and trustworthy employee who will put his best foot forward on behalf of his employer.

Feel free to contact me with any questions, or to discuss anything further.

Sincerely,



Adam T. Diehm
Founder/Principal
adam@theredtheory.com