

Caracas, June, 24th, 2014

Dear Hiring Manager:

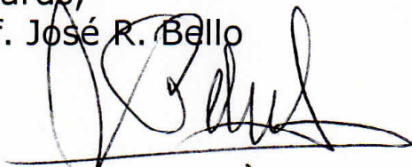
I am writing in enthusiastic support of Ricardo Gerstl for a job position at your company. I know Ricardo since the day he confidently stepped into my office offering to help launch our University's startup accelerator called Novos.

Highly motivated to help his Alma Mater, Ricardo identified a problem in our marketing strategy and gathered information from his classmates to innovate our advertising planning of the new center for entrepreneurs. He responsibly cooperated with us to create a set of ideas that could reach the alumni. Rigorously he handled the details for the creation of visual media that attracted students to our organization.

Ricardo is the type of person who loves being occupied on new endeavors. He's one of those rare people who works very hard and diligently, but does so with a smile on his face. He constantly strives for excellence in leading innovative projects, focusing on people's needs. He is an engineer and humanist, with great problem solving abilities together with a genuine caring for others.

Ricardo's authentic character and keen managing expertise set him well above others his age. I sincerely recommend him for any job involving crowdsourcing and developing a product for masses.

Regards,
Prof. José R. Bello



Director Centro de Iniciativas Emprendedoras
jrbelo@unimet.edu.ve
+58 (0) 2122403542

