

LETTER OF RECOMMENDATION

Applicant: Josh Freehill

This letter serves as a pledge of excellence to support **Josh Freehill** in his future professional endeavors. His intelligence, work ethic, passion for music, and education in music and marketing from Columbia College Chicago make him a well-rounded professional who deserves to be given only the best opportunities.

I was privileged to have Josh as a student in my Brands & Branding course. This course tests students' research and analytical capacities as well as their creativity and big picture, real-world brand challenges. Projects in this course are designed to be driven by the students in order to uncover their creative potential and strategic thinking. In all of these projects, Josh showcased an unmatched effort to find the most innovative and strategic outcomes using his resourcefulness, sharp analytical skills and sense of pragmatism he acquired from his experiences as a professional musician.

Josh is a very gifted musician. Music refines our taste and sensitivity for choices we made in everyday life. As I observed Josh progressing through my course, I was struck by the subtlety of his decision-making process that is built on intuition grounded in solid principles. Josh as a business professional and musician views the world as a composition with all its harmonies and discords affording him to develop effective solutions tailored to solve the problems at hand. This quality is quite rare at this age. Josh driven by his passion for music is already able to make his mark now and it will be even more fascinating to watch his future contributions. We do need thinkers/leaders like Josh that inspire passion and execute positive changes in the world and I am doing everything in my power to help individuals like him succeed.

Upon the review of Josh's application, I truly hope you will recognize his potential and reward him with an opportunity to make a difference at your organization. Please contact me, if you have any questions.

Kind Regards,

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