



## Memorandum

**Date:** July 21, 2018

**To:** MBA Admissions Staff

**From:** Norman Smothers, Ph.D.  
Professor of Marketing and Entrepreneurship  
College of Business and Economics  
California State University, East Bay (Hayward)  
Hayward, CA 94542  
Email: [Norman.Smothers@csueastbay.edu](mailto:Norman.Smothers@csueastbay.edu)

**Regarding:** Letter of Recommendation for Eric Wasiolek

To whom it may concern,

The purpose of this letter is to highly recommend Eric Wasiolek for a Marketing Management position in a high tech company.

Eric completed my graduate level Marketing Management class in the Fall of 2010. He was *the* top student in the class, received an A, and a near perfect score (596 out of 600 points). The course is a challenging one and covers all aspects of managing marketing in today's complex organizations and competitive markets.

Eric is an outstanding student with an engineering and science masters (masters thesis done at Stanford), plus a degree in Philosophy from U.C. Berkeley, and now his MBA. I have learned that he also has traveled the world extensively (48 countries), speaks several foreign languages, and has worked in France and Germany.

Eric's unusual blend of knowledge and background makes him an ideal candidate for a position of responsibility. He will do especially well where:

- Technical and business knowledge are both relevant,
- Dealing with international markets is required, and
- Thinking outside the box is valued.

Eric has been an exceptional student. Before getting his MBA he was the top student in the school of science in his masters program. He was then a Beta Gamma Sigma Honor Society top student in our MBA program. His consistent record of excellence demonstrates that he is someone who values excellence in everything he does. I feel his emphasis on excellence will be an asset to his performance in the workplace.

I myself hold an MBA and Ph.D. in Business from U.C. Berkeley and a Masters of Electrical Engineering degree. I have also consulted for many high tech startups and businesses. So, I feel qualified to assess Eric's likelihood to succeed in a technological business.

Eric is a student who I feel would be very qualified to work in a senior marketing management position in any high tech firm. Eric will be a top performer and a valued team player.

I recommend Eric without reservation.

In closing, I urge you to seriously consider Eric Wasiolek.

If you have any questions please feel free to reach out to me.

Sincerely,

A handwritten signature in black ink that reads "Norman Smothers". The signature is written in a cursive style with a long horizontal stroke at the end.

Norman Smothers, PhD