



Dear Sir/Madam:

I had the true pleasure of collaborating with Jo-Anne Hill for a sales and marketing optimization project for Coppola Resorts. The growing hospitality group was in need of strategic guidance in their market positioning as well as their sales systems and overall sales and marketing 'machine.' While my experience is primarily in brand development and marketing, Jo-Anne's seasoned experience and knowledge in sales strategies provided the perfect complement.

We did an extensive audit of their systems, internal and external resources and strategies and created a comprehensive plan covering all aspects of sales and marketing to set them on a winning course for growth. Jo-Anne's strategic vision and unparalleled expertise, combined with a passion for people and motivating them for success was an invaluable resource for me, and Coppola. I would eagerly work with her again should any opportunity arise!

Michael Doneff
Founder