



# THE RITZ-CARLTON

CHICAGO

February 5<sup>th</sup>, 2016

Dear Sir/Madam;

In the summer of 2015, a hotel managed by Four Seasons was rebranded as a Ritz-Carlton Hotel in Chicago and I had the pleasure to work with Jo-Anne Hill as a consultant during the critical 2 months after the transition.

The project scope was to focus on the hotel launch as it rebranded. This included developing the Sales & Marketing Critical Path through the transition date and beyond. It also included the strategic positioning of the hotel within the marketplace as well as overseeing the preparation of marketing materials and direction.

Ever the professional, despite less than ideal situation, Jo-Anne was instrumental in maintaining a calm equilibrium within the Sales & Marketing environment and kept our sales team motivated while helping to solve various issues. Her poise and grace under these circumstances instilled a sense of well-being throughout the team of 20+ people and together with her empathy and compassion, she motivated and supported our team in a short period of time.

Should the need arise for the services that Jo-Anne offers in the future, we would have no hesitation to hire her again.

Warmest regards,

Michel Goget

General Manager