Cole Thompson
Weston Educational, Inc.
CEO
1980 - 2014

Jay Casper Reference Letter

February 10, 2016

To Whom it May Concern:

I hired Jay Casper as Director of Marketing for Heritage College in 2004, and it was the single best personnel decision I have ever made.

Jay built a marketing program that fueled our growth for a decade. Thanks to his strategic vision, we enjoyed the best SEO in our industry. We consistently outranked our competitors in natural search and our paid search efficiency was the envy of all.

Jay reported directly to me and he was a pleasure to work with. He's driven and self-winding. He always brought me solutions along with any problems. This guy gets things done.

In addition to leading the Heritage Marketing Department, Jay also took responsibility for digital marketing at three other companies under the Weston Educational corporate umbrella. He achieved fantastic results for all of them.

During the ten years I worked with Jay, I referred him to several of my friends and colleagues for consulting projects outside of Weston. These business owners were all extremely happy with the results Jay achieved for their companies.

I think of Jay as a marketing scientist. He gathers data to understand the situation and plots a strategic course to business goals. He's obsessed with measurement. He tests, measures, tweaks, and scales up. He demonstrated repeatedly over the years that he can obtain continuous improvement with this long-term disciplined approach.

Jay has my highest possible recommendation. I would hire him again in a heartbeat. I would be happy to discuss Jay in more detail by phone. You can contact me at 970-218-9649, or e-mail at thompsoncd@fastmail.fm.

Sincerely,

Cole Thompson
Weston Educational, Inc.
CEO (1980 - 2014)