

# Kevin S. Honeycutt

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To Whom It May Concern:

**RE: Richard Chiriboga recommendation**

I am pleased to write a recommendation for Richard Chiriboga.

I have had the distinct privilege of working with Rich for over 2 years as a pivotal member of our technology team at the Avon Breast Cancer Crusade. In his role as Senior Manager of Web Development, I have witnessed first-hand Rich's unwavering commitment to excellent service.

Rich's skill-set is one that any organization would be lucky to have as part of their management team. His knowledge is solid, and his curiosity and hunger for continued learning fully benefits newer, better ways of providing the very best Web interface and user experience.

Among the various duties required of him within the ABCC organization, and particularly related to our largest revenue source, AVON 39 The Walk to End Breast Cancer, Rich was the senior leader in building and managing all of the organization's web properties. Highlights included the creation of our corporate website, as well as our flagship AVON 39 website, through which nearly \$30 million in donations was attributed. Rich is solution-oriented and isn't satisfied until all issues are resolved successfully, and his patience is respected and appreciated amongst a wide range of user levels. Rich's understanding and facility with a vast number of platforms is invaluable, especially for user experience, ease, efficiency and driving results. In addition, Rich ably managed IT vendor relationships as well as the internal and external web team of staff and contractors on projects from concept to creation.

Rich is just the person that I would tap to help lead an organization's Web development practice, whether it is an already-established department seeking improved results, or it is a program awaiting a ground-up build requiring solid innovation, creativity, development and implementation.

Simply put, Rich gets things done! And, best of all, he brings with him not only the brainpower, but also amazing collegiality, fun, passion and heart.

Please feel free to reach out if I may provide further information.



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