



Dear Sirs and Madams,

As a former student of Dr. Ryan Jessup, I am writing this letter because I am confident in the innumerable benefits that he provides to ACU and the College of Business. For that reason, it is my recommendation that Dr. Jessup should receive tenure.

During my four years at ACU, I took three courses taught by Dr. Jessup: Marketing Research, Consumer Behavior and Data Mining. These classes were by far my favorites in college, and while my selection of them stemmed from personal interest in the topics, Dr. Jessup helped me develop this academic curiosity into practical knowledge, helpful application, and strategic insight that has been invaluable to me post-college. One example of this came from my Marketing Research course with Dr. Jessup. Our major project that semester was to perform marketing research for a client in the Abilene area. This involved creating a survey, collecting results and making recommendations for future business strategy based on those results. Early in my career in Marketing at Compassion International, the survey skills I learned in Marketing Research have been extremely useful. I have created, edited and analyzed the results of multiple surveys during my two years in the Marketing department of Compassion International.

Something unique about Dr. Jessup's teaching style was how he could effortlessly take a concept we were learning in his class and then apply the concept to something that was relevant and interesting to me. For example, when we covered the Google Page Rank, Google's highly complex system for determining the order of web search results, he applied the same algorithm to the results of the ACU intramural soccer league, which he played in, as well as College Football rankings. Illustrations like this sparked my interest in new topics and also encouraged me to stretch my understanding of how I could apply marketing and statistical concepts to other areas that interested me. Since being a student of Dr. Jessup's I have brainstormed and tested the use of these concepts to become better at one of my personal interests, fantasy football.

Dr. Jessup was particularly skilled at observing areas where his students were talented, and was able to direct them to subjects or courses that would benefit them, even if they weren't his own. After conversations in class and getting to know me, Dr. Jessup recommended that I take the Intro to Programming class, explaining that it would help me gain a new understanding and skill that would be valuable in the Marketing world. This decision took me out of my comfort zone, but was a good fit for me, as it allowed my mind to work logically, which comes naturally to me. This skill has served me well since graduation, and I'm always thankful for the knowledge I gained due to Dr. Jessup's insightful suggestion. While at ACU, I witnessed Dr.

Jessup repeat this process for many other students, which demonstrates that his commitment to his desire for his students' success is not limited to what they learn in his classroom.

Overall, I have both observed and experienced the impact Dr. Jessup has on the ACU campus and the College of Business. He not only uses his expertise to tailor his course material to topics that are captivating to students, like using algorithms to predict College Football rankings, but he is also effectively teaching on topics that are crucial in the marketing industry right now, preparing them to be competitive candidates in the job search after graduation. I was a better student and am a better employee because Dr. Jessup directly mentored me over 3 years at ACU.

Thank you,
Keegan Kinder