

To the Tenure and Promotion Committee at ACU,

My name is Luke Luttrell and I had the pleasure of taking Dr. Ryan Jessup for three courses while I was at ACU. I am in my last year of a joint J.D. and M.B.A. degree program and I have taken courses from over 50 different professors, yet Dr. Jessup is one of the very best, most talented, and most helpful professors that I have ever had. I took him for every class that he offered at ACU, and if he had offered more, I would have taken those too.

Dr. Jessup's teachings were extremely valuable to my learning experience at ACU. His courses were very challenging, took a lot of work, and were three of the most rewarding courses I took. One reason they were extremely valuable is because he makes his courses very practical. In each of them we had a semester long project that resembled the type of project a young analyst or associate would be assigned. This teaching style helped us learn in each of his courses because it showed us what the textbook looks like in a real job. A great example is his marketing research project. We had to go out and find a real business, conduct a marketing research project for that business, and present that research to the company. Throughout the project, he applied the concepts from the textbook effectively, made those difficult concepts easy to understand, and used stories from his personal experiences to help us further understand the implications of what we were learning. He applied this teaching style to every course I took from him and each course was just as effective.

I have noticed that I remember more from Dr. Jessup's courses than any other course I took at ACU. I have taken MBA-level marketing and statistics courses and in both of those I already knew most of the material because I had taken Dr. Jessup. I think this is an extremely valuable asset to ACU students because it shows that Dr. Jessup prepares students to walk in to a job Day 1 with the knowledge and skills ready to perform at a very high level, something most undergraduates do not obtain.

Another reason Dr. Jessup is a valuable professor is because he truly cares about each and every student. Dr. Jessup is the type of guy that keeps his door open at all times and is always very welcoming to students. Every time I walked into his office he let me stay in there as long as I needed to, asking as many questions as possible, and he explained everything without getting agitated or anxious for me to leave. Several times I caused Dr. Jessup to stay passed business hours just so he could help me. Further, he truly cares about the person inside each and every student. If I ever just wanted to come into his office and chat or seek life advice, he was willing to every time. We developed a great friendship and I know many other students were able to do the same. He is the type of professor that students want to go and talk to. He particularly gave me great advice as I was graduating and choosing schools. He helped me think about the factors that were important and should be more important than I originally thought. I was able to use his advice to create a decision matrix (which he taught us in Consumer Behavior) to help make my decision.

ACU and COBA definitely benefit from Dr. Jessup's presence. He is one of the finest professors in the entire school. He is academically credible and someone I have always considered to be a genius. He has great work/life experiences that he effectively ties into his courses, he is able to establish personal relationships with his students that make him easy to reach out to, and he is great at explaining even the

most complex areas of his courses. Plus, he is an expert in data mining / statistical analysis which is a very fast growing and lucrative industry. COBA needs Dr. Jessup to continue developing and preparing students for a career in data mining, or any other career using the technical skills he teaches.

I left ACU knowing that Dr. Jessup is a very good friend of mine, an incredible Professor, and a great person. I am happy to recommend Dr. Jessup for tenure and I hope the committee sees the value he brings to ACU and COBA.

Best Regards,

Luke Luttrell