

COLLEGE OF BUSINESS ADMINISTRATION

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14 April 2016

To Whom It May Concern:

It is a distinct pleasure to write an endorsement letter on behalf of Ryan Jessup as he applies for tenure and promotion at Abilene Christian University. In substantial and meaningful ways, Ryan has enriched the education of marketing and business majors and contributed to the culture, resources, and reputation of ACU. He has been a highly valued community member, equipping faculty and students alike.

Within the categories of teaching, research, service, collegiality, and faith, I'd like to highlight three particular ways wherein Ryan has made distinctive contributions to the university:

- **Research and Service:** Since arriving at ACU, Ryan has served on the college research committee, first as a member and then as chair for the past several years. This committee performs several important tasks including evaluating and recommending research for internal funding, and planning multiple research colloquia over the academic year. Several aspects of these are by their nature, led single-handedly. What is unique beyond these important tasks, however, is Ryan's leavening of scholarship for faculty and students. Several faculty members in the College of Business Administration and in the School of Information Technology and Computing have sought out Ryan for methodological, mathematical, and content insight and co-authorship in research. Several faculty and students have co-authored with him as well. Ryan is widely respected for his acumen in Bayesian statistics, Matlab, and research methodology generally. Ryan brings the highest caliber of research skills in cognitive science to ACU and is a go-to person for many students on pilgrimage seeking advice regarding graduate training in psychology, cognitive science, marketing, and data analytics. Ryan has raised the standard of research in the College of Business Administration.
- **Teaching and Mentoring:** I've seen many excellent students perform well in classes and develop highly competent and effective service over their careers. Many of our most distinguished students, however, who go on to the highest levels of academics and industry placement often have taken advantage of mentoring at the University. Ryan excels at both—teaching students generally and regularly mentoring individual students. He holds high standards for students, pressing them to deepen their critical thinking and analytical skills. With many of today's business disciplines being transformed by data analytics, enhanced quantitative skills for consultants and users are becoming increasingly needed. In addition to challenging and equipping students in classes, Ryan has a steady stream of scholarly novitiates who seek him out

to be mentored in research and data analysis. Ryan has been a magnet for these students and he seeks them out as well. One-by-one, they have gone on to national-level academic programs such as graduate programs at the University of Maryland, Purdue University, Texas A&M University, and North Carolina State University, as well as to national industry positions in data mining and analytics. These are unique areas of knowledge within the College of Business Administration and Ryan is exceptional in his mastery of the basics and beyond that students need in these emerging areas.

- **Collegiality and Faith:** Ryan is fun-loving, easy to work with, and full of wit. He started a faculty-student soccer team on his return to ACU and has competed in ACU intramurals since...doing quite well, I might add. Ryan is actively engaged in ministries at the Hillcrest Church of Christ. Jesus is evident in his relations with others and in his teaching and service.

Abilene Christian University and the College of Business Administration are so very fortunate to have such a well-qualified, gifted, and engaging teacher-scholar as Ryan Jessup. I commend him with the highest recommendation.

Sincerely,

A handwritten signature in cursive script that reads "Monty Lynn".

Dr. Monty L. Lynn
Professor of Management