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Erika Guillot
15450 FM 1325
Austin, TX 78728

To Whom It May Concern:

I am writing to offer my strong support of Dr. Ryan Jessup's upcoming promotion.

As a 2019 graduate of ACU's College of Business Administration, I experienced first-hand the impact Dr. Jessup made in the lives of students. Within COBA, Dr. Jessup's reputation preceded him. He was known as a difficult but fair professor with high expectations. However, if you put in the effort, everyone agreed that his courses were some of the most valuable and informative the business school had to offer. Having taken all three of his marketing courses, Marketing Research, Consumer Behavior, and Data Mining, I can confidently echo this sentiment.

Dr. Jessup's classes required hard work. As a professor, he expected his students to not just regurgitate information, but to apply the theories learned in class to real-life business and consumer experiences. For instance, in consumer behavior, it was not enough to simply talk about social norms, we had to test them out for ourselves on a large portion of the ACU student body. In Marketing Research, we completed a full marketing research plan for a local business. In Data Mining, we analyzed actual organizational data to discover trends. By encouraging us to apply the business concepts discussed during class to real world situations, Dr. Jessup helped strengthen his students' understanding of the material while reinforcing its practical application.

Even though Dr. Jessup's classes required effort, they never felt tiresome. Regardless of the content, he always found new ways to engage his students. I always walked into his classes excited to learn (and interested to see what crazy tie he chose to wear that day). He utilized his background in psychology, sales, and scientific research to his advantage, telling stories from his past that brought the material to life. You could always tell that he enjoyed teaching and truly desired for his students to excel, both inside and outside of the classroom.

Since graduating, I have found myself returning to skills I initially developed through Dr. Jessup's courses. In my current position at Deloitte Consulting, I manage our client's mobile and web analytics, often combing through large swaths of data to unpack relevant trends. Because of my initial exposure to data mining and consumer behavior through Jessup's instruction, I can quickly make sense of the data and uncover key insights, in turn providing recommendations to our client's about how to better serve their customers.

It is because of professors like Dr. Jessup that my ACU experience left an indelible mark on my personal and professional journey, and I am confident that he will continue to provide a meaningful experience for many classes of students to come.

Best,
Erika Guillot