

COLLEGE OF BUSINESS ADMINISTRATION

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July 27, 2020

To Whom It May Concern:

It is a distinct pleasure to write an endorsement letter on behalf of Ryan Jessup as he applies for promotion to the rank of Professor 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 ways Ryan has made distinctive contributions to the Management Sciences Department, the College of Business Administration, and ACU:

- **Teaching:** ACU is fortunate to have someone like Ryan who is thoroughly grounded in the burgeoning sub-discipline of decision science in marketing. Data analytics are critical in retail marketing and Ryan can take students as deeply as they wish to go. Ryan is known as an excellent teacher by students and colleagues. His being named as ACU's Teacher of the Year and the success of his students in postgraduate studies are evidence of his effectiveness. Ryan holds high standards for students and presses them to deepen their critical thinking and analytical skills. A steady stream of student scholars seeks him out so they can be mentored in research and data analytics. Several have engaged in undergraduate research with him. Ryan seeks promising students out as well. One-by-one, they have gone on to postgraduate programs at Maryland, Purdue, Texas A&M, SMU, North Carolina State, and elsewhere, as well as to industry positions in analytics and marketing. This is a unique area of knowledge within the College of Business Administration and Ryan is excellent in his mastery of the concepts and in equipping students.
- **Research:** Ryan continues to produce high-quality scholarship that impacts research and practice beyond ACU. He may be the most prolific researcher in COBA and he is on track to become the most cited. He continues to engage and grow in scholarship and publish in prized journals. He has raised the bar of research for the college, leavening student and faculty scholarship. As mentioned, several students have engaged in undergraduate research projects with him. Business and computer science faculty members and ACU alumni have collaborated with him as well in research studies. Ryan is widely respected for his acumen in research methodology and analysis. He brings the highest caliber of research skills to ACU and is a go-to

person for students seeking advice regarding graduate training in psychology, cognitive science, marketing, and data analytics.

- **Service:** Ryan is active at Hillcrest Church of Christ and has served on several committees at ACU. He is fun-loving, easy to work with, and full of wit.

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 for promotion to the rank of Professor.

Sincerely,

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

Dr. Monty L. Lynn
Professor of Management