

COLLEGE OF BUSINESS ADMINISTRATION
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August 27, 2020

Re: Letter of Recommendation – Ryan Jessup

Dear Tenure and Promotion Committees:

Dr. Ryan Jessup has asked me to write a recommendation letter for his promotion to full professor. It is my honor to do so. First, I would like you to know that I consider Ryan to be one of ACU's most creative, Christ-centered, and cerebral professors. Second, I urge you to promote Ryan to full professor, as he lives into the missions of Abilene Christian University and the College of Business Administration (COBA), and surpasses the faculty expectations of exceptional teaching, scholarship, and service.

I have known Ryan personally and professionally since 2012. We met during my first year of teaching in COBA. We immediately embraced our educational roles as the “art” and “science” of marketing. He, of course, was the science. It was an exceptional partnership of educating marketing students. However, that partnership grew and transformed into a mentorship. He took on the role of guiding and challenging me to look at marketing, academic research, and data science in a new light.

As I mentioned previously Ryan is a creative, Christ-centered, and cerebral professor. Let me unpack that briefly.

- **Creative.** While Ryan's personal brand is deeply rooted in science and data, he is also extremely creative and fun. His fun-loving attitude translates perfectly into the classroom as he applies interesting examples, stories, and critical thinking connections in his classes. I think this differentiates him, because while his area of expertise might be perceived as intimidating, his ability to make it fun and interesting allows the students to connect with him and the material.
- **Christ-centered.** Ryan loves God and he demonstrates that clearly to the students. We have had many discussions about the importance of faith and I have seen that applied in how he teaches and connects with his students. Recently, he shared course material that he developed on how to appropriately share your faith with unbelievers, so that I could have some training to speak to new relationships I have formed with atheists. Again, he is there to help teach and grow those around him.
- **Cerebral.** Ryan is highly intelligent, highly analytical, and highly data driven. These are

obviously exceptional skills to have in a professor and they have shaped the outstanding class material he has developed for our marketing students. However, Ryan is also approachable and real. He allows you to benefit from these gifts, without letting them get in the way of the relationship. Again, that is another differentiated element.

Ryan's student evaluations, scholarship record, and service portfolio are something to be admired. Because of his impressive performance, I recently asked Ryan if he would mentor me in the area of research and he happily agreed. I would like to mention that through the entire process of my doctoral program he was a giant support. He guided me from the first step by coaching me on how to select a program. He also was always willing to listen, ask questions, even guide me through analyzing data sets as I progressed. And, as many of you know, it is almost impossible to find anyone that is interested in your doctoral work. However, that is not the case for Ryan. He lives into his personal brand of loving science and loving academic work.

I would also like to mention that Ryan has been a wonderful marketing colleague and I know he will continue to provide that support to me. It is such a blessing to have someone who cares about the students as much as you do. We have spent many hours talking, worrying, brainstorming, and planning ways to improve the student opportunities. He has implemented many of those ideas in his classes by transforming the many misconceptions about the area of marketing. He pushes the students to develop skills they never thought possible by delivering evidence-based content, analytical skills, psychological theories, and proven classroom expectations that makes our students career ready.

Beyond the aforementioned accomplishments, you need to know that Ryan is a man of high integrity and moral character. He is the kind of individual that represents the ACU brand incredibly well. I am pleased to submit an unqualified letter of recommendation for Ryan as an excellent candidate. I again urge you to promote him to full professor so he is able to continue to his journey at ACU of educating students for Christian service and leadership.

Please feel free to contact me if you have any questions or I can be of any additional assistance.

Sincerely,

Jennifer D. Golden
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