

June 14, 2021

To the tenure and promotion committee at ACU

I am deeply honored to write this letter on behalf of Dr. Sarah Easter, who has been a mentor, an excellent educator and one of my favorite professors I have had throughout my college career.

Dr. Easter is known for requiring excellence and setting high expectations for students in her courses. In my opinion each course was properly planned. Dr. Easter's professional experience, diverse set of skills and knowledge allowed her to share real life scenarios that students could benefit from by comparing it to what is being learned and ways we could use each tool she provides. This is not only limited to her courses, as each assignment is given to really grasp the concepts from each lecture.

As a Business major I had the opportunity to participate in two of Dr. Easter's courses: Strategic Management and Social Enterprise Consulting. And I also had the opportunity to have Dr. Easter as a mentor during my participation in Enactus.

The Social Enterprise course is different from any other course I have taken, the first part of the semester consisted of understanding cultural concepts and learning modules about consulting. Dr. Easter had previously worked as a consultant in Asia, so her input throughout the preparation work of the course had a big impact. We traveled to Costa Rica for spring break, and I was able to experience first-hand from Dr. Easter, how to be insightful, to gather relevant data and information, to take field notes and how to form a conclusion from different points of view. Through the duration of the course, Dr. Easter would question, guide and provide recommendations that would lead us to work harder, to think outside the box and finally come to create sustainable solutions for the project we were working on.

Even to this day, I still apply concepts and skills I learned from Strategic Management. I always attended class excited and motivated. While Dr. Easter's course required hard work, her enthusiasm and excitement during class really made a difference. She provided meaningful feedback and encouraged you to really invest yourself in an assignment. In my current position as a Sales and Trading Analyst at Citigroup, I have to analyze large amounts of data about markets and compile my findings into strategic deliverables that will be used as means for growth, opportunity and adaptation to innovative emerging markets. I have had the opportunity to apply critical thinking and have used the skills I developed from analyzing information and writing reports from study cases in Dr. Easter's course.

Dr. Easter is a driven, assertive leader and a talented professional who made my experience at ACU and COBA incredibly rewarding. I am lucky to have witnessed the positive impact and difference she made not only in my education but also my life. Dr. Easter provides meaningful experiences and excellent preparation for the professional field. She is sincerely invested in your performance and success as a student and I have no doubt that she will continue to positively impact the lives of the next generations of incoming students at ACU.

Sincerely,
Maria Fernanda Hernandez