



CHEP USA
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To whom it may concern:

CHEP has had the pleasure of working with Betsy Waits for the past two years. Most recently she helped us on a project to better align our Information Services team with the broader organization so that technology could play a stronger role in delivering value to our current and future customers.

Betsy had helped other divisions in CHEP on similar issues and delivered powerful results. It felt like within hours of signing a contract with her, her expertise was already making a difference. Betsy conducted a comprehensive assessment of the IS organization from leaders, employees and clients that was very insightful and that helped us to articulate what the issues were. Her assessment helped us to develop a plan to help make the IS department more effective and efficient.

The Creative Brainstorming session that Betsy conducted with a cross functional team of executives, IS users and IS employees was crucial to articulating the possibilities and to get buy-in from the organization about the needed changes.

We now have a new organization structure that we know will help IS contribute significantly to CHEP's business goals such as new customer acquisition, current customer retention, and improved satisfaction of customers, internal clients and employees. We also have a structure that is bought into and supported by key stakeholders across the globe and solid plans for implementation and change management. In short, because of Betsy, we have a solution to a complex problem we couldn't resolve on our own and we have the means to implement the solution in an efficient and effective manner with maximum support and buy-in.

It's been a pleasure working with Betsy. She is a true professional and business partner. Betsy took the time to get to know the organization and the players so that she could make custom recommendations – there was never a cookie-cutter approach in any of her work with us. Betsy was willing to roll her up her sleeves and work alongside the project team to ensure that we met our goals. I would highly recommend her work and her firm.

Thank you,

Thomasina Kennedy
CHEP