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To whom it may concern:

One day I was hired at CHEP and the next day I was asked to lead one of our most strategic projects which involved merging our customer service and sales teams. There was incredible business need and urgency on this project as sales volume and positive customer service drives our supply chain business model.

I had worked with Betsy Waits from Accelera when I was a senior leader at Walt Disney World. My past experience with her as well as her reputation led me to seek her out and solicit her help. Within our first meeting she not only sized up the issues but developed a roadmap on how we should solve this challenge.

Betsy's contribution to the project was invaluable. She helped a team of high powered and diverse thinkers come to agreement on business goals, metrics, new structure and change management plans. She also provided us with best practices from other companies going through similar issues to expand our thinking and help us avoid pitfalls we may have not seen otherwise.

The new structure is now implemented and the results include improved customer service and operational efficiency. We achieved these results with an effective process that allowed the implementation team to enjoy full support and buy-in from our executive team and employees in affected areas.

This project was very important to me personally. I was a newly hired executive and was establishing my credibility and reputation. I am very grateful that I had a business partner like Betsy who took an interest in the project results and ensuring that I had what I needed to be set up for success

Betsy is the first person I think of when I or the teams that I support are facing organizational and leadership challenges. She is a true business partner who delivers results.

Sincerely,

Kim Marshall