

Mr. Grant Heston:

It is both my honor and pleasure to write this letter of recommendation for Megan Gonzalez.

As VP of Branding at idgroup, I've had the privilege of working closely with Megan during her time at the University of West Florida—as both my client and a professional colleague—for the past six years. During that time, Ms. Gonzalez and I have worked through numerous institutional- and departmental-level marketing communications, branding and change management initiatives together. These experiences, combined with Megan's demonstrated agility, adaptability, and leadership would be of great benefit to any organization. Below are two specific examples I can share that illustrate Megan's abilities.

First, due to the decentralized nature of communications at the University of West Florida, a major change management initiative to restructure university-wide communications into its own office, the Office of Institutional Communications, placed Megan as a critical figure in fundamentally shifting how the university communicated across multi-stakeholder channels. Megan played a pivotal role in this cultural shift toward a centralized model. She successfully built, grew and nurtured an internal team, working in partnership with communicators across the university's properties, to ensure consistent and cohesive messaging and marketing that aligned with the university's core brand and positioning. Through their efforts, Megan and her team emerged as a proven champion for the voice and story of all university stakeholders.

Second, following a Presidential decision to pursue a major visual rebranding initiative for the University, Megan and I worked closely together to engage a cross-section of university stakeholders in facilitated strategic planning discussions focused on identifying strengths and opportunities to better align the university's visual communications and positioning with its core brand values. Due to Megan's desire to listen and engage, she and her team were able to create greater buy-in across various departments and engage key voices in the university community. The results of these efforts have become foundational to all university-related communication strategies and planning and produced the informed development of a standardized brand platform and strategic integrated marketing plan, the successful execution and launch of the university's new visual brand system, and subsequent branding and marketing campaigns to promote the university's core brand, position and recruitment efforts.

While I've had the pleasure of working with Megan on numerous campaigns and initiatives, these two specifically stand out for me, and illustrate Megan's ability to execute and manage communication strategies and campaigns of high-stakes, high-pressure complexity.

Where Megan shines most is in her ability to take on and lead projects that require incredible attention to detail, teamwork, strategic thinking, and passion—all while working to foster a culture of inclusive collaboration.

If you are looking for a candidate that can deliver results that are unexpected, insightful, and innovative, Megan is your woman. Please feel free to contact me at (850) 438-7823 x106 or via email at kris@idgroupbranding.com with any other questions.

Sincerely,

Kristoffer Poore

VP, Branding

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