
To whom it may concern:

I have worked with Rachel from the inception and development of the Coca-Cola contract with the Milwaukee Bucks. In working closely with Rachel, it is clear she understands the partnership and brand awareness for both Coca-Cola and the Bucks. The best part of the relationship is it goes beyond the basic contract components. Rachel works diligently to help us expand our current programs and make them bigger and better every year.

With the help of Rachel, we have executed at a very high level in venue with signage, sampling, in venue activation and gamification. In addition, we have delivered engaging retail programs utilizing multiple partners, all while creating excitement outside the arena. Through our relationship, Rachel has brought forth community-based programs tied to our company initiatives and core values. These programs are invaluable by creating an abundance of goodwill and provides us the opportunity to give back to the communities we live and serve in.

Not only does Rachel understand the partnership side of her position but she believes the relationship is equally or more important for her to be successful. Rachel goes above and beyond to make you feel like you are her most important customer, while fulfilling contract components and executing at a value-added level.

On a personal note, I have thoroughly enjoyed working with Rachel and her ability to continue to grow our partnership with the Milwaukee Bucks year after year. She will be a great asset to your organization.

Respectfully submitted,
Lisa Harmon

Account Executive
Great Lakes Coca-Cola

