

August 29<sup>th</sup>, 2025

**Referral Letter: John Fernandez**

To Whom It May Concern,

I am pleased to recommend John Fernandez, a values driven leader with whom I have had the privilege of working with at SprintRay for the past four years. John is highly committed, hardworking, and invested in the success of the teams and organizations he serves.

John has led major initiatives across both strategic partnerships and recurring revenue, consistently delivering strong business growth and measurable results. He has built and guided high-performing teams, developed innovative partnership programs with industry leaders and designed customer optimization strategies that strengthened retention and expansion. He also pioneered new commercial models with external partners, creating incremental value through structured collaborations.

What truly sets John apart is his ability to think differently. He is a commercial strategist who finds breakthrough solutions where others see only binary choices. He has a unique ability to bridge the gap between commercial strategy and customer reality, translating market opportunities into actionable approaches that work in practice.

Beyond his professional expertise, John is trustworthy and deeply collaborative. He consistently takes initiative, meets commitments, and elevates the people around him. He is both proud of his contributions and genuinely invested in the mission of SprintRay.

I recommend John Fernandez wholeheartedly. He is a rare leader who combines strategic vision with executional excellence, and I have no doubt he will make an outstanding impact wherever he contributes next.

Sincerely,

A handwritten signature in black ink, appearing to read "John VanDyck". The signature is stylized with a large, looped initial "J" and a long, sweeping tail.

John VanDyck

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