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I am happy to submit this reference letter on behalf of Jorge Verdin, a key member of the Eyeking family since 2005. During Jorge's employment with Eyeking, he demonstrated many of the qualities and character that would benefit any business. Trustworthy, extreme hard work ethic, open minded, enthusiastic, passionate, respectful, out of box thinker, intelligent, team player and just good soul; a true great loving and caring family person.

I have known Jorge for nearly 20 plus years, both personally and professionally, and have tremendous respect on both levels. It continues to be a privilege to call Jorge my friend. Any organization would greatly benefit from adding Jorge to their team.

I am proud to say that Jorge was one of our first executive management hires, over 8 years ago, when we planned to re-enter the eyewear arena. As a previous and equally important member of our past eyewear company, Sungold, it was an easy, and in hindsight, good decision to reach out to Jorge and ask him to join Eyeking's initial startup team.

During our time together at Sungold, Jorge rose to become our Director of Marketing, wearing many hats along the way. He had responsibilities with executive planning, product development, creation and sourcing, brand management, sales and of course marketing. Much like Eyeking, it was, and is, a necessity to be versatile and experienced in many facets of business, let alone relied upon to be an expert in one.

Jorge's skills set sharpened and grew throughout our time together, both at Sungold and even more so at Eyeking, spanning a wide variety of qualities that are needed to run any modern dynamic business, especially from the beginning.

In summary, Jorge is a diamond in the rough. I hope that this recommendation is received in the manner in which I intend. It is not simply to help Jorge find his next work home, but rather, help Jorge and his next employer appreciate how very fortunate they will be to have Jorge on their team and at the same time help Jorge to find an equally special organization and work family.

If there is any additional information I can provide that would assist anyone reading this reference in making a determination regarding Jorge's work ethic, character or experiences, please feel free to contact me directly and at any time.

Respectfully submitted,

Sheldon Goldman/CEO  
Eyeking llc