

To Whom It May Concern:

It is my pleasure to provide the strongest possible recommendation for my colleague Bruce Mendelsohn, with whom I have worked closely for the past four years at MIT in the Gordon-MIT Engineering Leadership Program.

I was initially impressed with Bruce's marketing and communications knowledge, skills, and accomplishments. Over time, he also grew in his role as student mentor and advisor, routinely demonstrating a professional yet highly approachable demeanor. Bruce brings energy, creativity, and professionalism to every task he is assigned—or takes on independently—and I highly endorse him for a leadership position in his field at Worcester State University.

Bruce is driven, dedicated, and supremely reliable. I—and the rest of our staff—grew to rely on these traits as we worked together to develop and expand our program from 20 students in 2008 to more than 150 entering in the Fall of 2013.

During that time, because our program in engineering leadership is highly dynamic and evolving, Bruce showed remarkable flexibility and agility: Continually translating his marketing and communications knowledge and business concepts into valuable tools and strategies that played instrumental roles in helping to expand program enrollment and increase awareness among target demographics.

Bruce has an uncanny ability to relate to and connect with customers of all ages, abilities and backgrounds. We count on him to find just the right way to communicate to them the distinctive elements that make our program unique at MIT, and—with good humor, zeal, and passion—he delivers.

To say that Bruce multitasks effectively is an understatement: He creates innovative marketing tools; is highly sought throughout MIT for his social media prowess; organizes and runs our admissions process; mentors students; and initiates and fosters solid relationships with faculty, staff and industry. Bruce pitches in to help any colleague with any task and does it all efficiently, effectively, and cheerfully.

Bruce is a top-performing higher education communications and marketing professional. He has great communications "vision": He sees future needs and crafts effective plans to meet those needs. He would make a supremely valuable addition to your staff and therefore has my highest recommendation.

Sincerely,



Kazimir Karwowski

Engineering Leadership Specialist

Bernard M. Gordon-MIT Engineering Leadership Program

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