



## NORTHERN MICHIGAN UNIVERSITY

College of Business  
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9 December 2022

RE: Letter of Recommendation for Mr. Liam Pierobon

To Whom It May Concern:

I would like to take this opportunity to give my **highest recommendation** to Mr. Liam Pierobon in the matter of his application to the Sales Associate Program at the LSEG (London Stock Exchange Group).

Liam was an exemplary student in my MKT 435 – Marketing Strategy Seminar course and also in my MKT 430 – Services Marketing course. Throughout these courses, Liam was always extremely well-prepared for class discussion, and made a significant number of high-quality observations and comments; in all of my classroom experiences with Liam, he has been a strong contributor to class discussion. His oral and written communication skills are excellent, his demeanor is quite professional, and he possesses a well-refined ability to frame, analyze and solve a wide-variety of business problems. Additionally, he is able to bring a number of eclectic observations to most class discussions, based upon his knowledge and past experiences. Liam takes the initiative to go well beyond the (minimum) requirements for virtually all assignments, and has established a work ethic and standard of quality which a number of our students use as a benchmark. Simply put, Liam was an outstanding student, easily within the top 5% of all marketing students we have had here over my 30+ year career as a full time faculty member within the College of Business at Northern Michigan University. Liam is highly motivated, has a strong level of intellectual curiosity, and I am quite confident that he would add a significant amount of value to your organization.

In closing, I would like to again reiterate my high regard for Liam Pierobon. He has been an outstanding student here at Northern Michigan University, and will undoubtedly have a successful career in his chosen field. Liam would make a most positive addition to LSEG. Please feel free to contact me at my office (906-227-1261) or via email ([gbrunswi@nmu.edu](mailto:gbrunswi@nmu.edu)) for any additional information regarding Liam.

Sincerely,

Gary J. Brunswick, Ph.D.

The Sam M. Cohodas Professor of Business

Professor of Marketing

Chairperson - College of Business Executive Committee

NMU Students Choice Commencement Speaker - 2018

NMU University-wide Excellence in Teaching Award - 2018

College of Business Outstanding Faculty Research Award - 2018, 2021

College of Business Outstanding Graduate Faculty Award - 2016

College of Business MBA Program Professor of the Year - 2013

College of Business Outstanding Teaching Award - 2011, 1997

NMU Distinguished Faculty Award – 2004