

April 30, 2018

To whom it may concern,

It is my pleasure to provide this letter of recommendation for Henry Keyser as he seeks employment with your company. As Henry's GM at LAZ Parking, I've worked closely with him over the past several years. Henry was my Data Manager. He worked his way up from a temporary employee to a full-time manager. Henry showed excellent communication skills and consistently exceeded company quotas providing crucial data information and developing software programs to double the work output. On a personal level, he's charismatic and well-spoken, both qualities that served him well in his role.

It was a loss to our company when he chose to pursue his interest at Northwestern, but we knew that the day would come when he would be leaving. He clearly was capable of doing much more. Even though he no longer worked for LAZ Parking, he continued to provide me support with many questions or requests I had. He has become a good friend. Allow me to point out three examples of Henry's strengths.

First, Henry brought great value to LAZ Parking by consistently exceeding quotas. Henry developed many scripts that allowed the data entry staff to increase their output by auto populating and calculating from a database. I was very amazed by how he was able to make this happen. Henry is always thinking about how to make the job more efficient. He also added scripts that would search the web for information to auto populate within excel. He has a great grasp on how to utilize technology to bring value to the company.

Second, Henry always thought outside the box. Many times when we were developing a proprietary app he would come up with an idea that we never thought of. He has a unique way of looking at problems and challenges as a fun project. In this way, he was able to encourage the assistance from his staff, gathering ideas on how to make something work or how to make it better. Sometimes I thought he was taking longer than necessary and that it was not worth the time and effort. He would stay late to continue working on the project. Once the project was completed, he proved us all wrong. It was worth the effort. That's when I knew he would be moving on. He was able to create a maintenance tracking program that improved communication between our field technicians and our dispatch department. This allowed the dispatcher to track data more efficiently and provide useful information to the maintenance technician.

Third, Henry has a very strong grasp of technology. He knows our software inside and out and helps relay technical information to our client in an accessible way. He explained how the system worked clearly to our client and using his department, makes the most of technological avenues to gain new leads. During a meeting with our client, I observed him discuss in detail the specific ways that our software could best be improved. He became a crucial part of our team. We are required to perform street audits where we employ temporary labor of over 100 people. We use tablets to perform this audit which Henry helped improve and recommended many changes to assist the end user or temp employee. He became so involved that he assisted in training and actually went out to help audit in the rain or snow.

Finally, Henry proved himself to a strong cultural fit here. He was always ready to lend a helping hand to his teammates and contribute during brainstorming sessions and meetings. Henry was an active member and supported his colleagues professionally and personally.

In closing, I'd like to restate my strong support for Henry's application to your company. I'm confident that he will surpass your expectations in any role. Henry is driven, self-confident, proactively helpful and smart. Please feel free to contact me at 312-550-7771 or lcantu@lazparking.com with any questions.

Sincerely,

Luis Cantu
LAZ Parking
Formerly GM Meter Operations