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January 12, 2006

RE: Letter of Recommendation – Tiffeny Price

To Whom It May Concern,

I recruited Tiffeny Price into the Cisco US Channel Marketing team in July 2005. Her reputation for getting the job done in an efficient manner, working across multiple groups, and keeping projects on track made her an excellent addition to our organization.

I hired Tiffeny to assist me with the SMB Select Partner Program. Specifically, Tiffeny was tasked to design and implement a process for the development of SMB Select Case Studies highlighting the success of Cisco partners focused on the small-to-medium sized business market. Within 6 months Tiffeny created a pipeline of 24 case studies with 14 stories published to Cisco web sites. In addition, Tiffeny worked to place several stories in iQ Magazine, Cisco's end user publication for the SMB market which offers great visibility for our SMB Select Partners.

Along with the management of the SMB Select Partner Case Study Program, Tiffeny was responsible for creating a new library of presentations for the Partner Power Briefing Program. This program is used by Cisco Channel Account Managers to deliver timely content for the recruitment and education of SMB and Commercial resellers. Tiffeny worked closely with a team of Cisco Business Development Managers, Commercial Marketing Content Managers, and SMB Channel Account Managers to create a modular presentation that has received very high marks from the field.

I strongly recommend Tiffeny Price to any organization looking for a cheerful, hard working marketing professional who takes initiative and gets results. It is only due to funding constraints forecasted for the second half of 2006 that US Channels makes the decision to cut back on contractor support.

If you have any questions regarding Tiffeny's qualifications, please do not hesitate to contact me at 408 525-0424 or via email at bakoch@cisco.com

Sincerely,

A handwritten signature in black ink that reads "Barbara Koch". The signature is written in a cursive, flowing style.

Barbara Koch
US Channel Marketing Manager
Cisco Systems