



Robin Rhea &lt;rrhea@crossvilleinc.com&gt;

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**Fwd: Recommendation for Robin Rhea**

1 message

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**Lindsey Waldrep** <lwaldrep@crossvilleinc.com>  
To: Robin Rhea <rrhea@crossvilleinc.com>

Tue, Mar 1, 2016 at 8:43 AM

----- Forwarded message -----

From: **Randy Boyd** <rboyd@petsafe.net>  
Date: Sat, Dec 27, 2014 at 9:43 AM  
Subject: Recommendation for Robin Rhea  
To: "lwaldrep@crossvilleinc.com" <lwaldrep@crossvilleinc.com>

Dear Ms. Waldrep,

I was initially impressed with Robin Rhea's enthusiasm, communication skills and professional demeanor when she joined Radio Systems Corporation (RSC) in 2008. During her tenure, Robin built and managed RSC's marketing research platform that fueled our new product development and market knowledge. She repositioned the PetSafe® brand and developed brand awareness building programs including Bark For Your Park, a national dog park give away contest that netted 700 million brand impressions and gave PetSafe a proprietary contest with a powerful brand legacy.

We gained great brand recognition when Robin developed and managed our creative advertising program, the results of which grew the PetSafe brand from number #8 to #2 in consumer trust and won numerous Addy Awards. It is because of her excellence in marketing and branding that she was promoted from Brand Manager to Senior Brand Manager and given ever increasing responsibility. Robin multitasks effectively and is able to handle the many aspects of directing brand marketing to achieve the goals set for her. She inspires those around her to maintain a vision of a brand's direction and has the instincts, research skills, and creative abilities to develop robust marketing plans and execute them across multiple channels with success.

Robin's nearly 7 years with RSC and her accomplishments speak to her loyalty and drive. She is eternally upbeat, hardworking and top-performing marketing and branding professional. She has my highest recommendation, and I am happy to furnish more details if you would like additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Boyd".

Randy Boyd

Commissioner of Economic and Community Development, State of Tennessee

(Former CEO of RSC, now Executive Chairman)

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Lindsey Waldrep | VP of Marketing  
931.484.2110

