

# UltraCore Power

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Dear Sir/Madam,

It is with great pleasure that I wholeheartedly recommend Eric Leopardi. I'm confident that he will contribute significantly to your company's growth and expansion. In fact, every project Eric took on resulted in new growth for my company, which I have always found to be one of the most difficult aspects of business.

Eric joined UltraCore Power in 2019. He was consistently impressive on many fronts, including the number of objectives achieved, the relationships he built for the company, and the overall outcome of the projects he led—all within tight timelines.

I would like to explain, in detail, one specific project so you will be able to envision what Eric can do for you and your company.

Specifically, Eric was hired to drive the TV/radio expansion of the company. We wanted to expand our marketing reach, and at that point, the company was only advertising via digital media. Eric took charge of this project, and with very little help, he put together a successful radio and TV campaign. He might humbly disagree that he took most of the burden on his own shoulders—he's always had a team-first mentality, after all—but he was the clear leader of the project.

Eric had to accomplish many objectives for this to happen. He landed us a successful media buy, through targeting very specific demographics and doing an in-depth competitive analysis, that in just month one was spending over \$250,000 a month, and hitting our target KPIs.

Eric not only managed the media buys, but he also produced a TV commercial. We could have put together a video advertisement, using mostly stock photos, and perhaps the campaign would have performed well. But Eric had a larger vision that went beyond just "performing well." So, we followed his lead and went after something big.

Eric wanted to have a fully custom video made, with all video being captured in 8k. He wanted to find a former professional athlete to be in our advertisement, and he wanted to shoot this in a place that matched the elegance of the brand identity. So much more had to go into this project, and we had a hard deadline of two weeks. Several video production companies told us it would take eight to 12 weeks to put together the video we had envisioned. Eric had a deadline of two weeks.

We had all the confidence that he would deliver, and he did. Not only did he produce a beautiful 60-second commercial that truly matches our brand identity, but he also accomplished a lot more in just two weeks. He landed a former professional athlete, who matches our brand identity perfectly, as the lead actor in our commercial. Our internal video team now has hours of raw footage, all in 4k and 8k, for the many other video projects we produce for digital platforms. Within those two weeks, Eric also helped with our radio advertisements. He contributed to writing the script, he led the team in finding the right radio buy, he worked with legal to make sure the script was compliant, and he happened to also have the perfect voice for the brand, so he did all the voice-overs, including editing them. Again, he did this all while also directing and producing a video commercial.

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I wanted to share the specifics of the above project to elaborate on what Eric can do for a company, even in a short period of time. Because of the workload that Eric took on, and the large scope of the projects he successfully accomplished, we had the opportunity to truly learn his strengths. This was only one of many projects Eric took on, and many other projects had similar challenges and successes.

Eric is one of the hardest-working individuals I've ever met. He brings a strong sense of determination and drive to the projects he is leading. From jumping on a plane with virtually no time to spare to make a meeting happen, to working weekends to get projects to the finish line, Eric has shown many times that getting a project done within the deadline is extremely important to him. I don't think many of the projects would have been completed if Eric had been working a standard 40- or even 50-hour work week. He also handles challenges extremely well as they arise. When confronted with an obstacle, Eric always presented multiple options for finding a way around it. These characteristics are all on top of a solid foundation of skill, knowledge, and experience that is increasingly rare these days. He has a broad range of knowledge in marketing, and you will quickly learn of his deep expertise in these areas. He is also a true professional, a great team player, and a leader. He never gives vague answers, has so much energy, and his drive motivates others—it's contagious. He truly embraces his role with such pride and dignity, and he has always treated my company as if it were his own, even though he knew this could possibly be a short assignment.

I know I went into great depth and listed an array of skills, talents, and characteristics, but the most important thing I can say about working with Eric is that he will make the success of your company his top priority. I know of no one who shows more pride and care for the success of the projects he is asked to lead.

Sincerely,

John Giardino  
CEO of UltraCore Power