

To Whom It May Concern,

I am writing to share my experience working with Ed Speedling, who has supported our organization as a consultant in the Autism ABA space.

In his role, Ed has helped us identify potential prospects and areas of opportunity, and has facilitated introductions by setting up meetings that allowed us to connect with and present our services to prospective partners. He brings a solid understanding of the ABA industry and is able to provide helpful context around market dynamics and business development considerations.

In addition to business development support, Ed has contributed to shaping our overall go-to-market approach for the Incredible Years Autism Programs. He has worked with our team to strengthen how we position and communicate our services, including helping sales better understand billing codes, the rationale behind code usage, and where opportunities may exist. He has also supported the reworking of presentation materials and contributed to the broader re-composition of how our product can be effectively brought to market to the ABA market.

Ed is organized and motivated in his approach, and he has shown a genuine commitment to the mission of helping improve outcomes for individuals and families. He communicates clearly, is well spoken, and is easy to work with. He also makes himself available when needed, which has supported ongoing coordination and follow-through.

Overall, Ed has contributed to our business development efforts by helping create connections, maintaining structure in outreach, and providing relevant industry perspective that has informed both our strategy and execution.

I am happy to connect if you would like any additional information.

Danielle M. Politi

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Chief Growth Officer
Empower Community Care