

October 12, 2020

Letter of Endorsement for Dr. James Smith, Jr. CEO and President

It is with great pleasure I write a letter of endorsement for Dr. James Smith, Jr. CEO and President.

Dr. Smith served as a panelist for the virtual Peirce College Minority Enterprise Development (MED) week event Preparing for the New Normal: Transitioning for Success on Monday, October 5. Dr. Smith and other panelists shared how they adapted and pivoted their business models given the global pandemic.

Dr. Smith mentioned pre-pandemic he presented in-person at organizations in cities around the United States and internationally on the topic of authenticity in the workplace with a thriving leadership/coaching business. When businesses shut down due to the pandemic, Dr. Smith's clients postponed or cancelled his services.

He immediately took action as strong leaders with crisis management skills do, and began making his presentations for clients through several online platforms, Zoom, Go to Meeting, and WebEx. He adapted his business model boldly, strengthened his online presence through his website, and created a marketing campaign featuring his virtual presentations. His motto, instead of thinking outside of the box, entrepreneurs must believe there is no box and no boundaries with endless possibilities resonated with the attendees.

Dr. Smith's enthusiasm, passion, creativity, and storytelling was in full effect during the session, and the attendees were energized and motivated by his presentation.

Sincerely,

Dr. Charlene Glenn, Business Professor, Peirce College