

July 26, 2018

Hello,

It is with great pleasure that I recommend Renee Luckey for a project or program management position in your organization. I have managed Renee directly for a few months in her role as Senior Project Manager at FTD Companies, Inc, but have known of her strong reputation and work accomplishments for several years.

Renee has worn many hats in her 15+ years with the company (previously with RedEnvelope and Provide Commerce, acquired in 2015 by FTD Companies). Over the last 10 years, she has held progressively responsible roles in the Project Management space, supporting both the Merchandising department and most recently, the broader ProFlowers and ProPlants brands for key cross-functional initiatives. The enterprise rolled out a 5-year strategic plan back in January, and Renee was tasked with project management responsibilities for 5 key initiatives supporting ProFlowers (\$250M revenue annually). **In this role, Renee led projects with anywhere from 5 to 50 cross functional team members across all facets and levels of the organization.** Renee has succeeded with flying colors in keeping the initiatives on track and on budget with effective checkpoints and key stakeholder buy-in along the way. These initiatives have included: a floral gift box re-design to allow for improved operational efficiency and labor savings; a merchandising initiative to include an upgrade bouquet refill option to key floral purchases; and an innovative partnership & shipping solution to offer customers a floral bouquet and wine pairing in the same gift package. Collectively, these initiatives represent \$7M in incremental revenue potential and \$2M in cost savings. **In the past 3 months, I have received unsolicited feedback from 6 team members indicating that Renee's leadership was critical to the success of these projects.**

Beyond Renee's clear proficiency in project management, what sets her apart is her team-first approach, hunger for learning and can-do attitude to navigate uncharted territory. She is one of those people with **"instant credibility"** – she establishes trust quickly, communicates clearly and often and is fiercely reliable. When I first began working with Renee, she approached me with a suggestion of freshening up her project management skills with online classes. She took the initiative to find several options, outlined cost, time commitment and other key factors of each option and came to me with a recommendation of which she thought would be most appropriate to best support the company. She is humble, hard-working and committed.

Between Renee's strong transferable skill set and consummate professionalism, I give her my highest recommendation for a project or program management role in your company. If you have any questions, please contact me – I can be reached on my cell phone at (714) 336-8638.

Best Regards,

Erin Bauchman  
Director, Strategy & Business Development at FTD Companies  
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