



December 17, 2024

To the Condé Nast International Business and Brand Strategy Master's Program Committee,

I am writing today on behalf of Morgan Perry, a young woman I know from Southern Methodist University where I serve as an executive in residence at the Temerlin Advertising Institute (TAI) and interim chair of the Corporate Communications and Public Affairs (CCPA) department. My "day job" is owning and running Swimming Duck, a mid-sized advertising agency in Dallas.

Every TAI student is smart and talented. It takes both to get into the program and to excel. Among the current cohort of one hundred plus ad students, Morgan truly stands out in the crowd.

She is ridiculously smart. She "gets" highly conceptual marketing and advertising principles. She never misses class and is always highly attentive during class.

Morgan has extensive experience for someone her age, including five internships. Additionally, she is well-liked, admired, and respected by her classmates and professors.

Specific to your consideration of her, Morgan has a keen interest in pursuing the fashion industry after her studies have ended. This is evidenced by one of her internships with Retrofête and SER.O.YA, and her on-campus job with SMU Look Fashion Magazine. Also, one of her internships was with a firm in Barcelona so studying abroad will not be a challenge for her.

In short, Morgan is an outstanding young woman, and I can't wait to see where her career takes her. There is no doubt in my mind she is going to make a lasting impact in the world.

Thank you so very much for your consideration of Morgan. Please know I am happy to spend time on the phone if you have any further questions.

Best regards,

Gordon Law
President