

TWO STEP
SOFTWARE

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Re: Marlene Gasdia-Cochrane

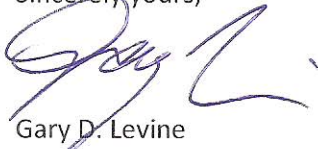
To Whom It May Concern:

Over the past four years, I have had the pleasure of working with Marlene at Two Step Software where she held the position of Marketing Communications Manager and reported directly to me. During this period, we achieved an outstanding increase in our marketing efforts thanks in large part to Marlene's excellent work. She is not only a pleasure to work with personally, but she showed unparalleled dedication and commitment whether at the office, at night, or even at times on weekends. Her primary focus was two-fold at Two Step. First, build the library of traditional marketing collateral that is required to support our thought leadership position in the legal and financial marketplace through user stories, white papers, by-lined articles, newsletters, webinars, and trade shows. Second, manage our online and digital outbound marketing effort.

All of these materials and activities were managed with tremendous success increasing the size of our in-house database many times, as well as generating qualified new leads like never before. Finally, she was able to manage the complex process of connecting the many pieces that made up our outbound digital marketing program by coordinating Salesforce, Constant Contact, Gotowebinar, Google adwords, and web site registration pages.

I would recommend Marlene to other technology companies that are looking to hire an experienced person who has the knowledge and understanding to build a coordinated marketing communications program or take what you have to the next level.

Sincerely yours,



Gary D. Levine
President and CEO
Two Step Software, Inc.