

To Whom It May Concern:

I am pleased to endorse Robert Tercek as a candidate for membership into the National Speaker's Association. I have known him for several years, and in that time he has spent his entire career at the forefront of change, launching entertainment content on just about every digital platform, including cable & satellite TV, computers and game consoles, narrow and broadband internet, interactive TV, and even mobile. He has a keen understanding of how creativity is a necessary and often overlooked aspect of leadership, deal making, marketing, and general business process.

I had the honor of hearing a speech Rob gave in front of a large audience at GDC Mobile. As a speaker, Robert engaged the crowd with interesting examples and metaphors, and spoke with passion and energy. As a GDC Mobile keynote speaker myself (GDC Mobile 2005), I had the opportunity to partner with Rob in his capacity as the Chairman of GDC Mobile. I found Rob to be uncommonly engaged and highly insightful in helping to guide me with respect to audiences' areas of interest as well as their depth of understanding on a range of topics such as semiconductor performance over time.

It is clear that he has the professional background, speaking ability, and personal drive that make him an ideal candidate to address the topic of "creativity and intuition in the context of business."

Sincerely,

John Batter
President of Production
DreamWorks Animation