

03 November 2013

To Whom It May Concern,

I am providing you with this letter as a personal, work and character reference for Stayne Hoff. I have known Stayne for more than 8 years as a friend and while serving in several different capacities at AeroVironment (AV), and I was the individual who saw the incredible talent in him as an engineer, lucid thinker and business man. When I met him, I was serving as Corporate Vice President of AV in charge of International Business Initiatives. When Stayne played a very critical and significant role in winning AV's first ever Raven Small Unmanned Air Vehicle (SUAV) contract of \$ 257M++ as the proposal manager, right after the award he was convinced by me to lead and direct AV's International Unmanned Air Vehicle (UAV) Business Development efforts worldwide. I can say without hesitation he is one of the most important elements that made AV own an 80%+ market share of world's SUAV Market. He understands Marketing, Sales and Business Development parts of the business very clearly and his engineering education gives him a great advantage for Proposal and Closing efforts in convincing customers "why AV?", "Better? Faster? Different? Cheaper?" He creates a logical path for customers to understand "what are the most compelling reasons to choose AV?"

He is a Strategic Salesperson, a Technical Salesperson, and a Relationship Salesperson.
He has very keen understanding of Business, Business Development and Marketing.
The most important; "there is no substitution for someone who cares!" He is that someone!
He is always Moral, Legal and Ethical. He always fights for the Best Value of his customers.
He does not compromise his Dignity, Integrity and Honesty under any conditions.
He establishes relationships which are 1) Safe, 2) Open, Honest, Sincere and Trusting, 3) Resolved.
He is very trustworthy; I can trust him with my life and my family.
He knows how to make and meet Real Time Commitments which is; to be able to do what needs to be done, when it needs to be done, individually and with others.
He is a great team player.
He knows how to manage the budget, schedule and performance.
He knows No Fault Negotiations; win-win.
Extremely professional, cordial and well behaved under any circumstances.
He is very fun to be around with, and always even tempered.
If you cannot handle the truth, don't ask him the question.
He is a highly dedicated, highly motivated individual, always with a positive attitude, and great motivator.
He is a solid role model for his friends, family, his children and coworkers.
Open to learn and ready to teach.
He can handle himself around the world with every culture and languages to honor every one.
He is a great addition to any organization.

I can go on forever to tell you about this great person, however please feel free to call me if you want more information. I am extremely honored to provide you with this letter and to be his reference.

Very Respectfully,



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