



**Balda Solutions USA, Inc.**  
2803 Slater Road, Suite 207  
Morrisville, NC 27560

**August 31<sup>st</sup>, 2011**

## **Reference Letter for John Lyons**

To whom it may concern,

It is a pleasure to provide a letter of recommendation for John Lyons. Since mid 2010 John has introduced Balda Solutions to over 30 Medical and Consumer Electronics customers at senior levels in each organization, from Director to VP always key decision makers.

John is relentless and efficient, saving us incalculable time and money finding the right people behind the next big program. When the variety and depth of contacts is not enough he creates parallel avenues to reach the proper contact and open a door setting up introductory meetings allowing us to sell our services into many Fortune 500 companies which otherwise would take us months or years to penetrate.

Knowing now what he has demonstrated to us during the past year, I have no reservations in recommending any company in these fields to hire John as an external sales rep to boost exposure to large companies and grow sales.

Sincerely,

Hector A Maza  
*National Sales Manager North America*

**US Head Quarters**  
2803 Slater Road, Suite 207

**Balda** | Solutions USA  
679 Worcester Rd,  
Natick, MA. 01760  
M: +1 (408) 761-6276  
E: [hmaza@Balda-USA.com](mailto:hmaza@Balda-USA.com)

Morrisville, NC 27560  
Ph: +1 (919) 459-1660 x229  
Fx: +1 (919) 459-1661  
Web: [www.Balda-USA.com](http://www.Balda-USA.com)

**Balda Solutions USA, Inc.**  
2803 Slater Road, Suite 207  
Morrisville, NC 27560