

September 6, 2011

To Whom It May Concern:

I have had the pleasure of working with the Troyanos Group on both fronts: as a candidate and as an employer/client. This gives me perspective not only on how they will work and interact for a client in a retained search – but also how they evaluate and treat candidates, which is critical as a retained search partner is an extension and representation of the client company.

I can say that The Troyanos Group was absolutely fantastic on both fronts and I would recommend them immediately and without reservation.

As an executive retained search partner with Transitions Optical (TOI), Troyanos took ample yet efficient quality time to truly develop a rapport and relationship with the company at all levels and across functions. They truly delved deeply into TOI's DNA, processes, and views on personnel, talent and recruiting. They genuinely sought to understand "what makes TOI tick" and internalize TOI's culture and values. This is one of the single biggest differentiators between Troyanos Group and any other recruiting firm I have worked with: I truly felt Troyanos "got us" as a company and I was supremely confident they would evaluate all candidates through this filter; and reflect this appropriately in their conversations and representations to prospective candidates.

I did not feel like a "client"; I felt like the only partner they were working with.

Troyanos Group was also a critical partner in actually helping us define and refine the role and job description so that it was as actionable, specific, realistic and impactful as possible. They had no reservations about pushing back on misaligned expectations, conflicting information or giving us "reality checks" that helped us manage the process effectively and appropriately.

Every candidate they presented for formal consideration was extremely strong and worthy of bringing in; and we ended up with a prime candidate plus 2-3 back-ups that would have also filled the position admirably. I felt there was no time wasted in reviewing prospects that were sub-par or borderline. Additionally, they were extremely effective and efficient in their project management and on-going communications and updates to TOI. We were always fully informed and consulted and felt Troyanos was always very responsive.

Troyanos Group met both the timeline and the job description requirements with excellence - and we have hired their recommended candidate who is making a huge impact in our organization 6 months later.

As a prospective candidate, Troyanos Group was extremely thorough and exhaustive. They basically unearthed every insight, motivation, experience and expectation I had as a business executive and candidate. This allowed them to truly be able to understand if I was the right candidate for TOI – and it even helped me to refine and better articulate my desires and expectations. I could tell that they understood the client company intimately and had done their homework on the kind of candidate that would be a match for both the Transitions Optical business need and culture. Their phone screenings, interviews and written questionnaires/assessments were engaging, detailed, and relevant – they were hard work but felt like they were truly effective evaluation tools – not just "check the box" exercises.

Troyanos shepherded the process very well and acted effectively and transparently as a liaison between me and the company (TOI). It is rare indeed to feel as a candidate that the recruiter has your best interests in

mind and is working towards a perfect match for both parties; this is something Troyanos accomplished. Additionally, they were adept in preparing both me and the company for interviews and for the next step in the process so that expectations were well-managed with a minimum of misunderstanding or confusion. I can say that the match has been excellent 18 months into my role as Transitions Optical CMO.

I look forward to working with The Troyanos Group again on future executive retained search projects.

Regards,



Alexis A. Cardona  
Chief Marketing Officer  
Transitions Optical, Inc.  
[acardona@transitions.com](mailto:acardona@transitions.com)  
w: 727-545-0400, x-7141  
m: 727-421-3048