

John Taylor

442 Christleton Avenue
Kelowna, BC V1Y 5H7, Canada
Phone: 250-868-8590 USA: 415-987-7584
Email: johnneous@mac.com

March 5, 2003

To Whom It May Concern:

As the Director of Software Development at Airtreks, I had the privilege of welcoming Cat MacLeod to the Airtreks team in January of 2000. For the first year of his involvement with Airtreks, he reported directly to me as a User Interface designer and QA Specialist. During this time, his attention to detail on both technical and customer-facing issues helped the team rapidly deploy version 3.0 of Airtreks' flagship applications, TripPlanner and TripJournal.

After the majority of the development work was complete, it was apparent that his enthusiastic and professional engagement of the end-user – in both user-testing and troubleshooting arenas – would greatly benefit the company. At this point I reluctantly turned over the management reins to a different division of the company.

However, Cat's continued role as an IT Manager at Airtreks was widely appreciated, both by my software group, and by the company as a whole. His continual interfacing with the consumer and unparalleled passion for travel helped build the Airtreks "high-tech/high-touch" brand through direct interaction and support of the end-user.

As Cat furthered his education by pursuing an MBA in his spare time (which to this day still amazes me, given the extra hours put in at Airtreks), it was again apparent that a new role would better utilize his skill set. Working in Market Development, he was able to apply his extensive knowledge of the consumer's mind-set, his zealous attitude towards Airtreks, and his academic pursuits in a real-world business setting.

Cat MacLeod is not afraid to roll up his sleeves and get to the heart of matters. I would only recommend Cat to a company that is ready for a talented, hardworking individual who is 100% dedicated to the company mission, has a broad range of skill sets, and wants every interaction that the outside world has with him to better the company's image and brand.

Please feel free to contact me directly with any questions.

John Taylor