



January 10, 2019

To Whom It May Concern,

I enthusiastically write this letter of recommendation for Courtney Yuskis for inclusion into this year's Forty under 40 class.

It is hard to know where to start in talking about why I believe she is perfectly qualified for this prestigious recognition. I have known Courtney for over 10 years. We first got introduced when she was working for the Country Living Association. At an early stage of her career I was impressed with her ability to paint a vision, be a strong leader, present in front of large groups, and execute on a plan; for what was, at the time, a brand new organization.

In her time with Meredith she has constantly overachieved, constantly asked for additional duties, and always done more for our organization. I hired her (without previous sales experience) to handle a sales territory for Successful Farming magazine. She not only excelled in that role, but she quickly became the top performing salesperson on our staff. Customers not only enjoyed interacting with her; but they also quickly came to appreciate the depth of ideas and the high level of customer service she delivered.

Courtney is also able to adapt and take on different roles. I asked her to move into our chief digital strategy role for our website, Agriculture.com. She was – and still is today – responsible for setting the strategy for all of our digital activities and for keeping us on the cutting edge of web design, development, new uses and, most importantly, retaining and growing our position as the number one website serving the American farmer and rancher.

Today, I've wrapped all those responsibilities into her current role. In addition to her digital strategy duties she also leads all of our sales efforts, including managing our sales team and setting the strategy for revenue growth for the entire profit center.

Again, I cannot say enough good things about Courtney. She's driven, she's passionate, she's smart, she always wants to learn, and she always succeeds. In my humble opinion, she is the ideal candidate for consideration in this year's class.

Respectfully submitted,

Scott Mortimer

VP & Group Publisher