

# Client Recommendation

## Michael Cann

Founder & Chief Executive Officer

WineCountry Media

[WineCountry.com](http://WineCountry.com), [NapaValley.com](http://NapaValley.com), [Sonoma.com](http://Sonoma.com)



“I was fortunate to have the opportunity to work with Jeff on a consulting project with WineCountry Media. We hired Jeff to act as a technical advisor and a technical project manager.

**Technical Skill Sets:** Jeff has a strong technical competency across multiple areas. He was able to apply his technical skills to assist in evaluating the capabilities of several software platform alternatives and vendors and was instrumental in developing the decision making framework we used to select a platform.

**UI-UX Design:** Jeff was also very involved in the process of selecting a design agency to execute the branding and re-development project for our platform. Jeff brought a strong understanding of user-interface and user-experience design and development to our process and was a driving force in our decision making process.

**Negotiation:** Jeff independently negotiated and closed the acquisition of a specific asset for our company. His thoughtful approach and soft touch during the negotiations were the primary reasons the deal was closed quickly and at an advantageous value.

**Teamwork:** Jeff worked seamlessly with our team and with our vendors each project he was involved with. His positive attitude and approachable nature allowed him to be very easy to work with.

Jeff’s skill sets, deep operating experience and friendly and thoughtful personality were a perfect fit for our projects and our company. I cannot recommend Jeff high enough and hope to have the privilege of working with him again in the future.”