



June 20, 2024

To Whom It May Concern,

I am honored to write this letter of recommendation for Luis Rodriguez, who has been a distinguished leader in our community and an exemplary professional in the technology and business sectors. Over the years, I have observed Luis consistently demonstrate exceptional leadership, strategic vision, and an unwavering commitment to excellence.

In Luis's recent role as President and CTO of Keycentrix, LLC, he led the company through a transformative period of growth and innovation within the pharmacy software industry. His dual role required a unique blend of technical expertise and executive acumen, and Luis excelled in both areas. He effectively managed a diverse team spanning several departments including Sales, Marketing, Technology, Finance, Human Resources, and Support, aligning them with the company's strategic goals.

Under Luis' leadership, Keycentrix not only advanced its technology and product development strategies but also strengthened its market position. He spearheaded the integration of innovative solutions and cutting-edge technologies that enhanced the company's product offerings and significantly improved customer satisfaction. This strategic direction not only kept Keycentrix competitive but also positioned it as a leader in the pharmacy software solutions industry.

Beyond his internal responsibilities, Luis has been a prominent thought leader in the industry. Serving on the board of directors for the National Association of Specialty Pharmacy (NASP), he advocated for technological advancements and contributed valuable insights on the future of pharmacy technology. His expertise has been recognized through numerous national speaking engagements and published articles in leading industry publications.

Before his tenure at Keycentrix, Luis served as the Senior Director of Software Development at High Touch Technologies. There, he guided a talented team of developers and engineers, overseeing the design, development, and deployment of innovative software solutions. His implementation of agile methodologies and alignment of technology strategies with business objectives were critical to the company's success in delivering high-quality products.

In summary, Luis is a visionary and entrepreneurial leader with a proven track record of driving growth, fostering innovation, and achieving excellence across various domains. His ability to lead with integrity and collaborate effectively makes him an invaluable asset to any organization. I wholeheartedly recommend Luis Rodriguez for any leadership opportunity where his skills, experience, and dedication can contribute to significant success.

Sincerely,

A handwritten signature in black ink that reads 'Sheree Utash'. The signature is fluid and cursive, with a large initial 'S'.

Dr. Sheree Utash, President, WSU Tech
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