



## Dr Vita Testimonial

Seth Waite  
Marketing Director Dr Vita.com (2012- 2013)  
+001 479 466-0363  
sethfw8t@gmail.com

*"Simon Lincoln is a great mix of personality and work ethic. I had the pleasure to work with Simon as a client on a large, high-end multi-agency eCommerce project that involved many players and lots of potential problems. Simon demonstrated his ability to stay calm in difficult circumstances and led his team and the project to great success in spite of many hurdles placed before him by client and external agencies.*

*Our project in 4 months went from an under-performing eCommerce initiative with little monthly revenue and even smaller conversion rates to a wild success story. Through Simon's leadership his team developed and collaborated on a number of high priority enterprise items which led our company to increased revenues (from \$69,000 to \$1,446,310) and a conversion rate increase from 2.8% to 7.4%. I highly recommend Simon for project and human resource management, eCommerce and digital strategy, and critical thinking or problem solving roles in the tech and marketing industries."*

*Please find enclosed the screen shots of the sites performance during the time of Simon..*

Seth