



To Whom it May Concern,

Our senior staff at Regis University's College for Professional Studies committed time in 2006 studying Blue Ocean strategy for our College. The senior staff studied the strategy and determined that all staff and faculty needed to understand the basic concepts before we could move forward as an organization.

We contacted the authors of the book for a recommendation. Katrina Ling was at the top of their list. Katrina came to our campus and presented a comprehensive overview of the Blue Ocean strategy to over one hundred staff and faculty members in two different groups. The audiences were very receptive to her explanations of the strategy and she did a wonderful job of engaging the attendees in various exercises that stimulated new thinking.

Katrina is very knowledgeable about the Blue Ocean Strategy and her enthusiasm for the concepts was evident in her presentation style. Currently, we are moving to next steps in developing our own Blue Ocean Strategy. This would not have been possible without her help and energy.

If you would like to contact me personally, I can be reached at 303-964-5408 or whusson@regis.edu.

Sincerely,

William J. Husson, Ph.D.

Vice President for Professional Studies and Strategic Alliances