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Mike Levin

October 23, 2015

To Whom it may Concern:

As a co-founder and the acting Board Chair of the Digital Analytics Association, I have had the pleasure of working with Mike Levin for more than five years.

Mike came to the (then) Web Analytics Association as our first, experienced Executive Director and transformed a gaggle of enthusiastic, amateurish dreamers into a formal organization, capable of sound performance and solid growth.

Under Mike's guidance, the re-named Digital Analytics Association embarked on a program of corporate membership expansion fueled by a dual focus on professional development (education) and community building. These twin visions saw the creation of reports, services and regional events that added profound value for our members and prestige to the organization as a whole.

Mike's steady financial management and steadfast process management was just what the DAA needed to survive its adolescence. Besides giving the DAA a firm foundation to stand on, formal procedures and rock-solid decision making also resulted in recruiting more senior executives to our Board of Directors. The former group of rough and tumble industry supporters crystallized into a formal, governing body, capable of managing an organization that Mike had helped double in size.

Mike is tireless, affable, insightful and politically adept. He was personally responsible for doubling the number of DAA Corporate Members and spearheading the creation of a robust and profitable Symposium program.

Mike's leadership style is based on consensus building and thoughtfulness with a strong attention to detail and he brings the wisdom of experience to bear on matters big and small.

The Digital Analytics Association was lucky to find Mike at just the moment he was needed and I am grateful for his diligence and friendship.

Sincerely,

Jim Sterne
Board Chair, Digital Analytics Association