



18 Sept 2026
Waltham, MA

To Whom It May Concern:

It is my pleasure to write this letter in support of David Ira Mintz. I have come to know David through his extensive involvement with Bentley University's Entrepreneurship initiative (the E-Hub), and through the friendship that has developed between us over time. In both professional and personal settings, I have found him to be an astute business leader, a generous mentor, and someone who brings genuine warmth, integrity and commitment to the relationships he builds.

David is an accomplished entrepreneur and business executive with deep experience in the food and beverage and consumer-products industries. As the founder and CEO of JBM Imports, he describes accomplishments that have led to global sourcing, importing, private-label development, product innovation, and retail strategy. His experience gives him an unusually comprehensive understanding of what it takes to build and sustain a business, from identifying a market opportunity and developing the right product to navigating operations, establishing distribution channels, managing relationships, and achieving profitable growth.

What particularly distinguishes David is his ability to translate this considerable experience into practical and incisive advice. He understands that building a successful business requires much more than an appealing idea. He asks the questions that help first time founders think more carefully about their customers, margins, channels, partnerships, execution capabilities, and long-term prospects. And he backs these up with examples and anecdotes from his own work and experiences. His observations are candid without being discouraging, strategic without becoming abstract, and consistently grounded in the realities of the marketplace. He can quickly recognize both the promise in a business concept and the assumptions that still need to be examined.

David has been a particularly valued supporter of Bentley's E-Hub. He has contributed his time and experience in several capacities, including as a member of our alumni leadership group, an Entrepreneur-in-Residence, a mentor to student founders, and a judge for student venture presentations. He continues to support both the E-Hub as an



organization and individual students who are working to transform early ideas into credible ventures. His involvement has extended well beyond attending occasional events. He remains engaged, makes himself available, provides thoughtful feedback, and follows the progress of the students he advises.

This sustained commitment is deeply meaningful to the students and to me personally during the early stages of building the E-Hub. Students share that they have benefited from David's business knowledge as well as the personal interest he takes in their development. He treats emerging entrepreneurs seriously while recognizing that they are still learning. He offers honest guidance, encourages them to persevere, and helps them understand the discipline and resilience that entrepreneurship demands. Just as importantly, he shares his connections and experience generously, helping students gain access to perspectives and opportunities that would otherwise be difficult for them to find. David exemplifies the kind of experienced entrepreneur and alumnus we hope students will encounter through the E-Hub: accomplished, accessible, thoughtful, and sincerely invested in helping others succeed.

David's approach to business is rooted in relationships, reliability, and follow-through. He understands that strong ventures are built not merely through transactions, but through trust developed over time, with customers, suppliers, partners, colleagues, and the broader community. These principles are evident in the way he conducts himself and in the way he counsels others. When David makes a commitment, he takes it seriously. He brings energy and enthusiasm to new possibilities, but he also brings the judgment to distinguish a promising opportunity from one that requires further refinement.

On a personal level, I greatly value David's continued friendship. He is generous in spirit, loyal in his relationships, and genuinely interested in the well-being and success of the people around him. Our conversations continue to range naturally from entrepreneurship and the future of the E-Hub to broader questions about professional life, family, and community. I value his counsel, his openness to new ideas, his willingness to make connections, and the thoughtfulness he brings to our conversations. His friendship has been one of the welcome outcomes of our work together, and I look forward to seeing both our professional collaboration and our personal friendship continue to grow.



I recommend David enthusiastically and without reservation. He would bring to any organization, initiative, or advisory role a rare combination of entrepreneurial experience, commercial judgment, generosity, integrity, and an authentic commitment to helping others.

Sincerely,

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