

Letter of Recommendation for David Mintz

To Whom It May Concern,

It is my distinct pleasure to recommend **David Mintz**, President of **JBM International**, whom I have had the privilege of working alongside for more than a decade.

Throughout our professional relationship, David has consistently demonstrated exceptional leadership, strategic vision, and an unwavering commitment to building successful consumer brands. His expertise in brand development, commercialization, and go-to-market strategy has played a pivotal role in the growth of numerous brands, including **YumEarth**, **Confiteca**, and many others. David has a remarkable ability to identify market opportunities, develop differentiated brand strategies, and execute initiatives that deliver meaningful business results.

Beyond his impressive business acumen, David is a trusted advisor and collaborative partner who leads with integrity and professionalism. He has earned the respect of colleagues, customers, manufacturers, retailers, and industry partners alike through his honesty, accountability, and commitment to excellence. His ability to cultivate long-term relationships has been one of the defining factors behind his sustained success.

One of David's greatest strengths is his passion for developing people. Throughout his career, he has generously invested his time mentoring young professionals entering the consumer packaged goods industry. He possesses a unique ability to recognize potential, provide thoughtful guidance, and help individuals build confidence and leadership skills. Many professionals have benefited from his willingness to share his knowledge and experience, making a lasting impact on both their careers and the organizations they serve.

David also brings a rare combination of entrepreneurial thinking and disciplined execution. Whether launching emerging brands, navigating complex retail environments, or developing international business opportunities, he consistently approaches challenges with creativity, sound judgment, and a results-oriented mindset. His strategic perspective and deep understanding of the CPG industry make him an invaluable resource for any organization seeking growth and innovation.

Perhaps most importantly, David is someone whose character matches his professional accomplishments. He is dependable, humble, ethical, and genuinely committed to helping others succeed. These qualities have made him not only an outstanding business leader but also someone I am proud to call a trusted colleague and friend.

I recommend David without reservation. Any organization, client, or business partner would greatly benefit from his leadership, strategic insight, and decades of experience in building world-class brands and developing high-performing teams.

If you require any additional information, I would be pleased to discuss David's qualifications further.

Sincerely,

Jeff Grossman



Managing Partner
JG Advisory Group