



San Pedro Garza García, Nuevo León, May 2016

To whom it may concern:

The University of Monterrey (UDEM) is a private educational institution that was founded in 1969 and is located in San Pedro Garza García, Nuevo León. The institution has a student population of over 12 thousand students throughout the different campuses and offers high school, undergraduate and postgraduate education.

Following the results achieved by the Development Department during the project "Management 2020" which was carried out from May to December 2015, UDEM decided to extend the project for an additional 10 weeks between January and May 2016. This second phase was focused on the redesign of processes and the implementation of management systems in the Philanthropy Communication, Philanthropy Research and Support Services areas. The methodology applied during different phases of the project and the dedication of the members of the department were fundamental for the achievement of the set goals. In addition to a follow-up to the implementation of the solutions established in 2015, among the results achieved were:

- Creation of a culture focused on the planning and measurement of activities.
- Creation of service level agreements between the support areas and the fundraising area.
- Definition of the continuous improvement process through a survey system in order to measure UDEM's community satisfaction.
- Introduction of logs and control panels as supervision and activity measurement systems.
  - A 269% increase in productivity in creation of research files.
- Introduction of an App as a new technological tool to facilitate the operation at events and their ROI.
- Development of a new research file focused on the user's needs.

Based on the aforementioned, we highly recommend London Consulting Group as a professional firm that contributes to the cultural change through the shoulder-to-shoulder implementation and the guidance towards the achievement of tangible results in a sustainable manner.

Sincerely,

Agustín Landa García-Téllez  
Vice-president for Institutional Advancement