



**USAID Business Development Program**  
Bosnia & Herzegovina

**BUSINESS CONSULTING**

**Ronald E. Ashkin**  
**DIRECTOR OF CONSULTING**

October 29, 1999

Re: Mr. Zoran Gackic

To Whom It May Concern:

I am delighted to write this letter of recommendation for Mr. Zoran Gackic.

It has been my pleasure to manage Zoran as a Consultant and Relationship Manager at USAID Business Consulting BiH ("BC"). BC is the premier Western-style management consulting agency in Bosnia and is currently the largest business assistance project of its type in the world. We have a staff of 85 expatriates and local nationals who deliver management consulting services to a portfolio of 425 Bosnian companies. BC's highly trained local staff is an elite group within the Bosnian business community.

Zoran was hired as a full time BC professional following his outstanding performance in our first Consulting Apprentice Training Program. Zoran was a charter member of the BC Marketing Practice Team and contributed strongly to the development of the BC Marketing Practice. He is a motivated, practical, and market focused consultant.

The future of the Bosnian economy depends on skilled and intelligent people like Zoran who understand both the local business environment and Western business practices. Zoran will definitely contribute to the success of any organization that can benefit from this powerful combination of skill, experience, and understanding.

Sincerely,

Ronald E. Ashkin