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Pete Martinez
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June 2, 2010

Dear Mr. Martinez:

I am delighted to write about John Donovan, a former Professor at MIT's Sloan School of Management. John arrived at MIT at about the same time as I (1972) where we both started out at the bottom rung of the academic ladder. I followed some of John's early work on retail bar coding and he likewise mine on the economics of urban land markets.

As time progressed we both received tenure, but while I stayed in academe, John's entrepreneurial instincts got the better of him! I lost track of him for a number of years as he founded several companies. About 15 years ago we reconnected – winding up living in the same community – and becoming good social in addition to professional friends. We remain close to this day.

John is an incredibly creative and energetic individual. He also thinks carefully and deeply about technical problems and social issues. Should you have the opportunity to work with him in any capacity, I am sure it will be not only productive but enjoyable.

Sincerely

Bill Wheaton