



October 30th, 2018

To whom it may concern,

RE: Jules Batson

Metaflow Inc. has had the privilege of working with Mr. Batson over the last two years during which we were able to build and nurture a mutually beneficial relationship based on trust and respect. Mr. Batson was hired by BC Ferries when the operationalization of a modern technology platform was at risk. He was tasked with bringing the Automated Customer Experience project back on track. This project was aimed at modernizing BC Ferries e-commerce and back-office operations while enabling a modern user experience platform for its customer base. One of the critical steps that Mr. Batson took was to engage with experts that specialize in the technology platforms under his portfolio, which is how Metaflow became involved in the project starting in September 2016. Mr. Batson impressed us with his leadership, knowledge of enterprise solutions, and his dedication to the task at hand.

Mr. Batson leads with the utmost integrity. Over the course of this engagement, we have come to appreciate his communication style, which is unequivocally direct but also attuned to the sensitivity of interpersonal dynamics. While communicating he builds trust in his team members and favors consensus-based decision making. He is committed to the professional development of his staff and has the ability to inspire and motivate multiple technical teams.

Using his extensive IT experience and his in-depth understanding of enterprise solution architecture he was able to deliver on a common understanding of the vision and develop the roadmap to achieve it. We also took notice of his "360 degree" view of the challenges surrounding the operationalization of enterprise solutions.

Mr. Batson was fully committed to the success of the project and leveraged both leadership skills and experience to overcome challenging situations. Here again his integrity was evident; he never took the easy way, but instead chose the "right" way, no matter how difficult it was to get there.

It is our firm belief that the successful delivery of the ACE program is largely attributable to Mr. Batson's involvement. It was our privilege to work with Mr. Batson and we would welcome an opportunity to work with him again!

Sincerely,

Steve Laberge
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