

11.11 ATTACHMENT 11 – KEY STAFF REFERENCE FORM

Instructions:

For each Key Staff role, provide two (2) Individual References from two different Projects cited in the **Attachment 10, Part 2 - Key Staff Minimum Qualification Table**, unless only one (1) project is used that meet the MQs identified in this RFP. If only one (1) cited project meets the MQs, then two references from that project are required. Each Individual Reference must clearly identify the Customer/Client Reference individual and that individual's Agency, Department, Organization or Company where Key Staff performed the experience.

The Individual references must be submitted within the Business Proposal as defined within RFP Section 6 - Proposal Structure and Submission including signature of the customer/client reference.

References:

Provide two customer/client references from customers/clients who have first-hand knowledge of the job skills, experience, and abilities cited in the résumé.

The Consortium reserves the right to contact individuals, entities, or organizations who have had contracts or relationships with the Key Staff proposed for this effort, whether or not they are identified as references, to verify that the person has successfully performed their contractual obligations on other similar projects.

Table 1 - Key Staff Reference Form

KEY STAFF REFERENCE FORM	
Key Staff Name: Christian Sorensen	
Part 1 – Reference's Information	
This information should match the information provided in Attachment 10 – Key Staff Resumes/Qualifications .	
Customer/Client Reference Name:	Amir Badr
Customer/Client Reference Title	Founder
Agency, Department, Organization or Company where Staff member performed:	Upkey
Project Title on which Staff member performed	Product Suite Development
Reference Phone Number:	+1 (630) 201-2647
Reference E-mail Address:	Amir@upkey.com

Instruction for References: The Contractor Staff above has listed you as a reference and is requesting for you to complete this Staff Reference Form. Please provide your comments and the appropriate rating based on your experience with the proposed Staff.

- Step 1:** Complete Columns 1-2 in Part 2 by marking "yes" or "no" and providing an explanation if needed.
- Step 2:** Complete Part 3 and provide your performance ratings.
- Step 3:** At the bottom of the page, print your name, your company's name, then sign and date.
- Step 4:** Return the completed, signed Staff Reference Form to Contractor.

Part 2 – The Reference Must Complete This Table.	
COLUMN 1	COLUMN 2
Did the Contractor provide you with a copy of the completed Attachment 10 – Key Staff Resumes /Qualifications for the Contractor's Staff named at the top of this page prior to your completion of this form?	Did the Contractor's Staff named at the top of this page perform the services described in Attachment 10 – Key Staff Resumes /Qualifications , including the functions as described and the time period provided on the project(s) that lists you as a contact?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "No" checked, explain here.)

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

Performance and Ability Statements

1. Describe the performance of the Contractor's Staff during this engagement.

Christian led the development of Upkey's product suite with exceptional skill, delivering an interactive resume and career preparation platform in his time here. His strategic vision and execution were instrumental in the project's success.

2. Describe the ability of the Contractor's Staff to perform the contractually, required work in a timely manner.

Christian managed the project efficiently, meeting all deadlines and ensuring the timely delivery of high-quality products.

3. Describe the verbal and written communication skills of the Contractor's Staff.

Christian's communication skills are outstanding. He effectively articulated the project vision, goals, and progress to stakeholders, ensuring alignment and understanding across the team.

4. Describe the ability of the Contractor's Staff to engage in positive working relationships with other coworkers.

Christian maintained excellent working relationships with team members and stakeholders, fostering a collaborative and positive work environment.

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

5. Describe the knowledge of the Contractor's Staff in the required areas of expertise.

Christian's expertise in user-centered design, product management, and data analysis was evident throughout the project. His innovative approach significantly contributed to the platform's success.

6. How well did the Contractor handled engagement with end users and User input.

Christian excelled at engaging with end users, conducting user research, and conducting usability testing. Based on user feedback, he continuously refined the product, ensuring it met user needs and expectations.

7. Would you rehire this person?

Yes

8. Optional Comments:

Christian's leadership and expertise were crucial to the success of the Product Suite Development project. His commitment to user-centered design and innovation set a high standard for the team.

On a scale of 1-10, with 1 being the lowest and 10 being the highest, how would you rate this individual's overall performance?

8

By signing this form, the Reference is certifying that all information provided on this form is correct.

Amir	Upkey
Name of Reference (print) (print)	Name of Company Reference

Amir Badr	July 22, 2024
Signature of Reference	Date

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KEY STAFF REFERENCE FORM	
Key Staff Name: Christian Sorensen	
Part 1 – Reference's Information	
This information should match the information provided in Attachment 10 – Key Staff Resumes/Qualifications.	
Customer/Client Reference Name:	The Jellyvision Lab, Inc.
Customer/Client Reference Title	Amanda Lannert and/or Brynn Michelich Amanda Lannert – CEO Brynn Michelich – COO/Chief of Staff
Agency, Department, Organization or Company where Staff member performed:	The Jellyvision Lab, Inc.
Project Title on which Staff member performed	ALEX Benefits Counselor Customization Platform Overhaul
Reference Phone Number:	+1 (312) 242-1465
Reference E-mail Address:	Amanda@Jellyvision.com and/or Brynn@jellyvision.com

Instruction for References: The Contractor Staff above has listed you as a reference and is requesting for you to complete this Staff Reference Form. Please provide your comments and the appropriate rating based on your experience with the proposed Staff.

- Step 1:** Complete Columns 1-2 in Part 2 by marking "yes" or "no" and providing an explanation if needed.
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Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

Performance and Ability Statements

1. Describe the performance of the Contractor's Staff during this engagement.

Christian demonstrated exceptional leadership and technical skills, successfully managing the overhaul and templatization of our customization platform. He ensured all deliverables were met on time and within budget, significantly improving user retention and increasing sales.

2. Describe the ability of the Contractor's Staff to perform the contractually, required work in a timely manner.

Christian consistently delivered high-quality work on schedule, optimizing processes and reducing turnaround time by 50%.

3. Describe the verbal and written communication skills of the Contractor's Staff.

Christian has excellent communication skills, effectively conveying complex ideas to technical and the ability to simplify those ideas for non-technical stakeholders. His documentation was thorough and clear, facilitating smooth project execution.

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

4. Describe the ability of the Contractor's Staff to engage in positive working relationships with other coworkers.

Christian was a beloved member of every team he was part of. He facilitated a collaborative environment and maintained positive working relationships with team members and stakeholders—even when deadlines were approaching. His leadership inspired trust and motivation among his colleagues.

5. Describe the knowledge of the Contractor's Staff in the required areas of expertise.

Christian has deep expertise in user-centered design, product management, and process optimization. His innovative approach and thorough understanding of UCD principles were pivotal to the project's success.

6. How well did the Contractor handled engagement with end users and User input.

Christian excelled in engaging with end users and conducting thorough user research and usability testing. He iteratively refined solutions based on user feedback, ensuring the final product met user needs and expectations.

7. Would you rehire this person?

Yes

8. Optional Comments:

Christian is amazing, the very best.

Part 3 – The Reference Must Complete This Table.

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On a scale of 1-10, with 1 being the lowest and 10 being the highest, how would you rate this individual's overall performance?

9.00

By signing this form, the Reference is certifying that all information provided on this form is correct.

Amanda Lannert and/or Brynn Michelich

The Jellyvison Lab Inc.

Name of Reference (print)
(print)

Name of Company Reference

86F252D401A6487

Amanda Lannert

7/18/2024

DocuSigned By: Amanda Lannert
Signature of Reference

Date

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Christian excelled in engaging with end users and conducting thorough user research and usability testing. He iteratively refined solutions based on user feedback, ensuring the final product met user needs and expectations.

7. Would you rehire this person?

Yes

8. Optional Comments:

Christian is an incredible employee and team member. He's dedicated, talented and cares deeply about his work and his customers. Any company would be lucky to have him.

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

On a scale of 1-10, with 1 being the lowest and 10 being the highest, how would you rate this individual's overall performance?

10

By signing this form, the Reference is certifying that all information provided on this form is correct.

Amanda Lannert and/or Brynn Michelich

The Jellyvison Lab Inc.

Name of Reference (print)

Name of Company Reference

(print)

Signed by:

Brynn Michelich

7/17/2024

Signature of Reference

Date