

**Evan Saks Recommendations**  
**Lungfish Communications**

I would like to provide my strongest recommendation of Evan Saks! I am a professor at Boston University and conduct research on novel psychotherapeutic treatments for children and adults suffering from mental illness. I'm currently conducting a National Institute of Mental Health funded study comparing two treatments for youth with depression. One of my valued colleagues recommended Evan as a media consultant as I began to explore ways to recruit participants for the current study. I have been very pleased with the services that he has provided. He is quite capable, he has experience buying media, has influential contacts and was able to get a favorable rates plus extras. For example in my case, I wanted to have announcements on KISS108. Evan was able to get the spots recorded by a well-known media personality (Matthew Siegel, better known as "Matty in the Morning"), a companion web banner flight, and extra weight in the form of "bonus" spots. He also executed the arrangement beautifully. Even working remotely, he responded to all calls and emails within 24 hrs (usually less), stayed ahead of deadlines, respected workflow and approvals, and executed smoothly. I have to say this was quite challenging in our case, as all ad content had to be meticulously approved through our Institutional Review Board. Evan was quite helpful in making sure I understood the timing and would follow up with me regularly. I found his work style very helpful. He stayed focused on the work and showed genuine interest in the outcomes/performance of the campaigns. There was not a lot of paperwork, unnecessary meetings, or last-minute phone calls. I found working with Evan to be easy, pleasant and productive. I trusted him completely and he came through with a campaign that really worked for me. I would highly recommend him to anyone looking for a capable, reliable and committed media buyer. He was it delight to work with. Do not hesitate to contact me at 617-353-9495 or mtopmson@bu.edu if you have any questions!

**Martha C. Tompson, Ph.D.** (*client*)

February 8, 2011

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“Evan is an outstanding marketing executive and consulting resource to both start-up's as well as large enterprises. Whether launching new products or brand positioning, he can provide great value to the spectrum of companies operating with constrained budgets to those utilizing large media campaigns. His breadth of in-market executive experience alongside agency background enables him to effectively manage and collaborate on strategy creation and tactical program implementation. He deeply understands the needs to ensure spending yields actionable, measurable and timely

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results. He can also personally add creative value to any marketing opportunity. I've both worked with him personally and have seen his impact on our venture portfolio - from this first-hand experience I can recommend him strongly."

**Jon Chait** (*client*)

October 25, 2008

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"Without hesitation I enthusiastically recommend Evan Saks as a tremendous business resource. For us, he has been much more than just a Marketing Consultant; he's been instrumental in launching two companies. He understands complex business issues, he has the discipline to focus on the things that matter most, he has outstanding marketing instincts, and top-shelf creative and production resources. Just as importantly, he has boundless energy, wit and the smarts to challenge me with questions I never considered. From the less glamorous work of budgeting to creative production, Evan was (twice!) instrumental in the development of our corporate identity, vision, name and logo, our USP, our collateral materials, and our brand. He drafted sales letters, designed postcards, cold-calling scripts, and even resurrected the fax as a modern marketing tool. I admire and appreciate his constant follow up. He was always checking how various initiatives were performing and measuring results against our mutually-stated goals. The best testament to his skills I can offer is that when I sold my first company, the buyer specifically cited our marketing as my company's competitive strength. One can do no better than to engage Evan. I remain available to anyone who would like to contact me personally to discuss my success with Evan – my marketing coach!"

**Aaron Belansky** (*client*)

September 16, 2008