



July 1, 2019

To whom it may concern,

Please accept this testimonial on behalf of James Herrera and his business, INCEPTUM Consulting Group.

I have had the distinct pleasure of knowing and working with James over the past year while serving as a board member of Illumination Foundation. As CEO of Illumination Foundation, I am fortunate to work with engaged, highly intelligent, innovative and forward thinking board members with an unprecedented level of business acumen. While James is one of our newest board members, his contributions have been deeply impactful in a short time.

James willingly stepped in and became the architect of Illumination Foundation's Strategic Plan which recently culminated in a two-day board retreat. One of the highlights of the weekend was witnessing James' lead and presentation of this roadmap for the future of Illumination Foundation. His planning background as an Intelligence Officer trained in research and analysis, coupled with his operational and strategic military planning and his educational accomplishments including an MA in Strategic Studies and International Relations crafted a strategic plan that is filled with vision, sustainability and tangible touch points for our company's progress over the next three years.

James' natural talent and learned mastery of Strategic Planning were evident from the inception of our meetings through the present. He precisely formed the planning framework and process that was exceptionally organized and highly collaborative with the department heads in our company. With James' lead and input everyone was able to play a role in defining Mission, Vision, Philosophy, Core Values, Strategic Priorities, Decision Points, Line of Operation, Goals, Objectives and most importantly, Action Steps and Follow-Up predicated upon accountability. We have a strategic plan that is transformative, evolving through the next few years and requires input from all of the decision makers. James has an uncanny ability to reach every decision maker and create an independent sense of accountability, creativity and goal setting while still framing the plan with a sweeping feeling of team work and trust in one another.

I would highly recommend James Herrera and INCEPTUM Consulting Group for Strategic Planning. James Herrera personifies the tenets he speaks about in his business objectives; create a process that animates the client's vision, optimizes their identity, and deepens their inherent value. James does this and more.

Respectfully,

Paul Leon, CEO, Illumination Foundation