

**BOB VUCENOVIC**

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To Whom It May Concern:

Bob McDole has typified excellence as a C-level executive in turning around organizational underperformance, effectively repositioning product targeting and markets, maximizing ROI and enabling companies to regain their financial footing.

I have worked with Bob for almost 2 years and can attest to the fact that he has played a key role in solving some of the most difficult financial, operational and revenue growth challenges for Ryerson. He has had the foresight see potential issues brewing before they became large problems.

Bob is that rare type of individual who seems to succeed at everything he does... exceedingly competent, levelheaded but dynamic, and intensely loyal. I would highly recommend Bob McDole and would hire him without reservation if given the opportunity.

Sincerely,

*Bob Vucenovic*

Bob Vucenovic,  
CFO, Ryerson (Former NE Region)