



August 27, 2019

To Whom It May Concern,

Daniel Watts worked for 13 years at Sounds True, most recently as a senior-level web developer for our online courses and events software platform.

Daniel was originally hired as a web developer for our Yahoo! store and email marketing campaigns in 2006. By 2009 he had helped us realize a number of "firsts" including our first live online broadcast, our first downloadable media store, and our first online learning course. Daniel also worked closely with our studio team to define our online media specs and deliver live broadcasts and streaming media.

In 2011 Daniel was promoted to Web Application Developer and led the front-end development team. Over the next five years Daniel contributed to every major digital initiative we undertook including three ecommerce replatforming efforts, multiple marketing projects, web apps, and internal business tools. In 2016 Daniel switched focus to begin work on a new platform to replace our legacy online courses and events systems. Less than a year later he was promoted to Senior Web Application Developer and became the principal engineer on the project, delivering a successful launch.

Recently the needs of the company have shifted towards a focus on book publishing and content creation and away from new digital development. Given that, we decided to eliminate Daniel's position. Although it was the right business decision, it has proved quite challenging to say goodbye to such a dedicated and capable employee.

Daniel is extremely gifted at making the web work, whether planning, designing, implementing or troubleshooting. He empowers developers to perform at their best and has an excellent understanding of big picture needs, in terms of the architecture of the project, the team's needs, the customer's needs, and the company's needs. He is also a lovely person to interact with and someone of the highest character.

I can recommend Daniel to any future employer without reservation. If you would like to speak to me about Daniel's gifts, skills, and character, please do not hesitate to reach out.

Respectfully,

Tami Simon

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