



October 1, 2026

To Whom It May Concern:

I had the privilege of serving as Young Park's supervisor for the last three years and value his ability to engage in a variety of contexts and make a strong contribution.

Young is a strategic thinker, a thoughtful team member, and an inventive creative.

One of his first assignments in our work together was to generate an Ideal Customer Profile (ICP) for one of our clients. Here is where I first discovered that Young is not intimidated by rigorous research. He scanned the market and was able to find key competitors and their claims and juxtaposed those with our client's offerings to develop the ICP and defined how based on this our client could best serve these firms. He presented this to the CEO and the VP of Sales and VP of Engineering. It stimulated significant discussion and a follow up request was made to research further and report back on specific markets.

Young also has contributed to client marketing campaigns working directly with our clients. Related to these campaigns, he oversaw the strategy and execution for multiple e-mail campaigns, generating content, managing lists, adding new contacts, and reporting metrics on the results of the campaigns. He coupled these with LinkedIn content and exposure.

He also was instrumental in the success of live events both staged at conferences and at client locations. He contributed to the planning of these events and structuring the process for developing the event. He was hands on in overseeing the invitation process, working with the production team and finally overseeing the event itself. For one client he helped develop a quarterly rhythm that established the event as a "go-to" series. This series built rapport with members of the tech community and resulted in new and renewed business through the exposure.

Young is tech savvy. He can pretty much figure out any app and use it to create greater productivity and efficiency. More recently Young has added to his skill set in various AI-enabled tools to generate content for emails, blogs and graphics.

I want to recommend Young to you. He will make an excellent addition to any marketing team because he applies a customer centric point of view with an understanding of what it takes to develop creative that generates interest. You'll be pleased with a decision to bring Young on to your team.

Sincerely,

A handwritten signature in black ink that reads "Donald S. Hart".

Donald Hart
President
MOVE Communications