

June 24, 2019

Subject: Recommendation for Alexander Whiteway

To whom it may concern:

I am on Adobe's Brand Marketing team, responsible for campaigns to promote Adobe innovation leadership in AI and other breakthrough technologies. I had the opportunity to work with Alexander Whiteway from January to May 2019 on his capstone thesis project for his Master's in Business Science from Virginia Commonwealth University. As his topic Alexander selected brand awareness of Adobe Sensei, our AI and machine learning initiative. Along with Enterprise Creative Director & Content Evangelist Matthew Rayback, I provided background, resources and guidance throughout his project.

Based on my experience I highly recommend Alexander's dedication, creative approach and ability to position a complex subject and formulate a strategy and recommendations.

Alexander conducted extensive research using both Adobe-provided information and his own independent research. He synthesized a large amount of information to present a detailed rationale with justification and program recommendations. Throughout the process he showed strong organization and listening skills, taking constructive feedback to refine his work.

Alexander also showed creative thinking in linking Adobe Sensei, to corporate wellbeing. He based this approach on discussions with our wellbeing strategist along with other observations from his research. This was a thought-provoking approach to position why AI matters, in contrast to a more direct approach to create awareness by explaining what it is.

Throughout, he was well organized, efficient and demonstrated excellent communication skills. In his final proposal, which he took the initiative to organize and present to our team, Alexander delivered a presentation with a high level of polish and professionalism.

He exemplifies qualities consistent with Adobe core values of being genuine, exceptional and involved. I highly recommend Alexander to any organization seeking a dedicated marketing professional with strong communication skills and original thinking. If you have any questions, please don't hesitate to contact me at thhenry@adobe.com.

Sincerely,

Terry Henry
Principal Marketing Manager