7 February 2022

Design Pickle
16414 N 91st St
B103
Scottsdale, AZ 85260
USA

To Whom It May Concern:

I have had the immense pleasure of working with Dave Ball over the last four years. During this time Dave made an immeasurable impact on the company throughout our marketing, demand generation, and sales business units.

During his tenure, Dave took on huge, unprecedented projects across multiple disciplines – and served with the highest level of integrity, representing our core values every single day.

At Design Pickle, the list of Dave's work could go on for pages. This is not an exaggeration. Notably, the work I'd like to highlight would be:

- Developing and managing a unified paid ads strategy across multiple platforms and channels
- Launching and managing the first ever sales team at Design Pickle
- A 100% all-in mentality with his teams and coworkers across every project and deliverable
- Tenure on the leadership team providing guidance and strategy to the company as a whole

Beyond day-to-day execution, Dave is a senior addition to any team. His operational style will bring certainty and calm to a team from his proven, data-driven experience on how to make an impact.

I most certainly pass on this high recommendation for Dave and if there are any questions, please reach out anytime. It would be my pleasure to share more about his work and impact at Design Pickle.



Russ Perry
CEO of Design Pickle
russ@designpickle.com
+14805771721