

To Whom It May Concern,

I am writing to enthusiastically recommend Mark Alameel for any leadership or marketing role he may pursue. I had the distinct pleasure of working directly under Mark's management at Uniden America Corporation from May 2024 to June 2025. In my capacity as a Shopify Development Expert, I had a frontline view of his strategic vision and exceptional leadership as he transformed our digital marketing efforts.

Mark is a highly capable leader and professional. During my time there, I worked with him as he spearheaded a complete overhaul of Uniden.com. This wasn't just a cosmetic update, it was a comprehensive strategic initiative to enhance our website into a powerful digital revenue channel. Mark led the charge to centralize product information, refine our messaging, and dramatically optimize the user experience.

What truly sets Mark apart is his ability to lead a team by empowering its members. He excels at bridging the gap between marketing vision and technical execution. During the website redesign, he consistently involved me in high level design discussions, ensuring that creative concepts were grounded in what was technically feasible and optimal from a development standpoint. This collaborative approach prevented roadblocks and led to a much better final product. More importantly, Mark cultivated an environment of trust where I felt empowered to act autonomously. He encouraged me to identify and solve problems proactively without waiting for a push, which was instrumental in my professional development and significantly increased our team's efficiency.

Mark is a strategic thinker, an empowering leader, and an excellent communicator. I am confident that he will be an invaluable asset to any organization.

Please feel free to contact me at holt.gerry@gmail.com or 508-344-7000 if you require any further information.