

August 18, 2025  
Re: Brandon Hayes



# Letter of Recommendation

To Whom It May Concern:

I've been lucky enough to get to work closely with Brandon for nearly 3 years. As Chief Data Scientist at Cut+Dry (formerly codify.ai), Brandon and I teamed up on Product Content, eCommerce, Manufacturer marketing, Search, GPO strategy and other areas.

Brandon is the single most prolific and productive talent I have worked with in over 30 years of data strategy & development. Looked at in a different way, I've never known a colleague with such relentless detail focus to also possess such a first-rate strategic intellect; nor have I ever known a top-tier strategist that could instantly jump into the muck and emerge with a fully-wrought service, app or feature set. These are two ends of a wide spectrum, and it is Brandon's essential gift.

A couple of examples worth mentioning:

Brandon was charged with developing a "manufacturer portal" to attract the participation – and revenue – of foodservice brand-owners, from small independents to the giant Conagra's and Smucker's of the industry. Not a lot of detail or even ideas how to do it. Brandon planned and executed a long series of 'discovery sessions' with all types of manufacturers, which enabled him to suss out demand and design a series of services attractive to this market. He then lobbied internally for the resources to build it all, was promised 2/3 of what he needed, was actually delivered only 1/3 of the original ask...and yet 2 years later, over a thousand industry brand-owners now engage the portal regularly, and many of those have now graduated to full paying clients.

When Cut+Dry landed its largest strategic deal to date, signing a long-term financing, distribution and co-marketing deal with a multi-billion-dollar industry player, the entire project was assigned to him, again with paltry resources and little in the way of specifics. It required deep data synchronization, elegant UI look and functionality, heavy reporting & analytics, and the always complicated delivery of real-time transaction integration and cash management. And a ridiculous number of over-attended meetings that droned on forever. It took over 6 months of work at every level to bring to market, yet what emerged is a well-built, highly functional and innately profitable eCommerce sub-system that will be contributing to Cut+Dry's revenues for years to come.

I've had the honor of writing dozens of Letters of Recommendation in my long career. It just turned out that this one is the most laudatory of all.

Please feel free to contact me at any time to discuss further.

Sincerely,

A handwritten signature in dark ink that reads "Chuck V. Ellis".

Chuck Ellis  
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