

CLAY FAIRBANKS

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Today's Date

Hiring Manager
XXXXXXXXXX
XXXXXXXXXX
XXXXX
XXXXXXXXXX

To Whom It May Concern,

It is with great enthusiasm that I am refering Clay Fairbanks for the role of Product Manager. I believe that his experiences in shipping features across mobile, web, and television products would contribute well to our mission of building user-centered experiences.

While attending the Wharton School of Business, Clay gained product management experience in the mobile app space through co-founding two startup companies; he owned both development processes from conception to launch. The apps he founded called RedCup and FOMO! served user bases of over 2,000 students across the University of Pennsylvania campus. As a co-founder and product manager, his responsibilities ranged from designing end-to-end flows and visuals, writing user stories and acceptance criteria, and managing foreign software engineering teams.

At Comcast, he has gained corporate product management experience working in television. On the Xfinity (X1) team, he has leveraged multiple stakeholders in design, business and engineering to deliver features at scale as well as worked with a team to introduce voiceover accessibility to X1's Sports App. In addition to the competencies he's developed through working with a team, Clay has also taken on quantitative analysis projects for senior product managers to monitor usage on key X1 features. The projects that Clay has had the opportunity to work on at Comcast have challenged him to optimize in-home user friendly applications.

These experiences in conjunction with Clay's education in full-stack web development and qualitative research analysis make him the ideal candidate for consideration on our Product team. I am excited for him to not only create continued growth within our own brand, but to also unlock new opportunities for innovation.

Sincerely,
Referrer