



To Whom It May Concern,

I have crafted digital media experiences along-side Daniel Hatch for just over eight years now. I have known Daniel as a boss and manager, a peer and colleague, and even at times as a member on my team reporting to me. During all these years and in all these different roles and circumstances (many of which were some of the most stressful times in either of our professional careers) Daniel has been simply stellar. During this time, as an owner, Daniel has helped build one of the top-most awarded digital ad agencies in the Western United States - the same agency that was named Small Agency of The Year for the Southwest United States by Ad Age. But in addition to this and the myriad of other agency awards, probably one of the greatest credits to Daniel is creating a culture which warranted his agency winning Utah's Best Company to Work for Award every year we remembered to enter. Employees of Rain love their jobs and feel completely comfortable in the environment, an environment which Daniel played a pivotal role in creating.

As far as my own experiences with Daniel, I have never had a boss or manager I enjoyed working for more, who has been able to inspire leadership and help me gain as much confidence as he has. Moreover, I know few people I'd rather have in the production trenches with me churning out designs or creating production schedules. Daniel's ability to not only teach and inspire as a leader, augmented by his love for the craft itself, and cherried-on-top by his readiness to jump in and get things done is awesome. And it's also rare. Add to that his raw talent and wealth of experience in the industry and you have a person perfectly qualified to train others in the art.

In short, I can't recommend Daniel more highly for any teaching roles that relate to the art and discipline of digital art and media.

Sincerely,  
Andrew Branch

Product Manager