



Joey Rahimi  
5424 Walnut Street  
Pittsburgh, PA 15232

Re: Johnny Domino

To Whom It May Concern,

This letter serves as a recommendation for Johnny Domino:

I worked with Johnny Domino for nearly 9 years at a company I founded, called Branding Brand, where I served as CIO during my time there for 10+ years. Branding Brand is a technology company in the Strip District of Pittsburgh, PA that powers mobile commerce applications for Enterprise clients in the Fortune 1,000. There are over 100 full time employees and the majority of the company is currently owned by Insight Venture, a PE Firm in NY.

Johnny was one of the original core team members at Branding Brand and he quickly shined as an engineer. The expertise that he brought along with his leadership and vision was something everyone at the company gravitated towards. Here are some of the major accomplishments Johnny had while at Branding Brand.

1. Platform Revamp

- a. Johnny discovered that our existing platform was not scalable for Enterprise level stability and growth, and quickly identified the problems and single-handedly worked on a new solution that allowed us to truly turn into a product / technology company and launch new client applications in 1/8th the time. We were able to go from 4M to 18M in ARR within 3 years because of this.

2. R&D & Product Team Leadership

- a. Upon noticing the surge in tech companies and solutions that were catering to Enterprise clients, Johnny formed and led a small R & D team that was continually innovating and evolving our product to remain cutting edge and building a moat around our offering to reduce client churn. Johnny was always at the forefront of the latest innovations and knew what was worth exploring and what was just fluff. Johnny turned our R&D team into the eventual product team which did both exploration research of new offerings but also the optimization and innovation of the existing product. This not only resulted in better product, but team morale was

greatly impacted because it made the team more cohesive and excited to launch new features but also maintain existing core functionality at scale.

### 3. Solutions Consulting


- a. Johnny was never in front of a computer all day, he would help the sales team with proposals, scope & budget while also leading sales discussions with clients & investors where they required a technical deep dive before making a decision to select us as a vendor. This collaboration between Johnny's Product Team and Sales was critical to closing deals.

### 4. Peer Development and Career Building

- a. Because of the shortage of talent, it was very difficult to secure other developers of Johnny's caliber, as most of them wanted to work at bigger companies. This did not discourage Johnny from allowing us to hire developers with far less experience and talent, as Johnny saw it as a great opportunity to teach, nurture and grow their skillset. We hired over 300 engineers at Branding Brand and all of them have been put through training and programs (created by Johnny) to enhance their skills and expertise. Although many of our developers are still at Branding Brand, the majority have moved on to companies such as Apple, Google, Facebook and Amazon.

It is very obvious to see all of the contributions Johnny has made to Branding Brand that still last to this day, and to top that all off, I would say that his best trait would be his personality and team player attitude. Johnny was very easy to work with, he always told it to you straight, and his passion was contagious. He's not just an innovator but a great person to be around. I wish him success in his future endeavors and expect even bigger things to come.

Signed

A handwritten signature in black ink, reading "Joey Rahimi". The signature is written in a cursive, flowing style. The first name "Joey" is written with a large, looped 'J' and the last name "Rahimi" follows in a similar cursive script.

Joey Rahimi  
Carnegie Mellon - Class of 2001  
Co-founder Niche.com  
Co-founder Branding Brand  
Founder Aiken House