



To Whom it May Concern,

It is my pleasure to offer my recommendation for Priyam Somani.

My name is David Glunt, and I am the Engineering and New Product Development Manager at DMI Companies. I have over fifteen years of professional experience with a background in Chemistry and Chemical Engineering. I have held the position of Product Development Manager/R&D Manager for a toner manufacturer prior to my time at DMI Companies. I have held roles as Lead Chemist, Engineering Project and Program Manager, and now Engineering and New Product Development Manager at DMI Companies during my eight years of employment. I currently oversee eighteen employees in the Engineering Department with varying degrees of expertise – Automation Engineering (including Mechatronics), Automation Technicians, CAD Specialists, Chemists, Chemical Engineers, Mechanical Engineers, Mechanical Specialists, Quality Assurance, and Testing Engineers. My group ranges from entry level to over thirty years of industrial expertise. One of my key responsibilities is my involvement in the local community, including local universities and workforce development. Priyam was part of a team from the University of Pittsburgh – Katz Graduate School of Business and Swanson School of Engineering chosen to partner with DMI Companies as part of a “Digital Bridge PA Robotics & Technology Fellowship.”

Priyam’s team was originally tasked with understanding and documenting the use case for a custom HVAC sealant configurator within the context of DMI’s current process and business model, exploring AI tools to improve, streamline, and automate the formulation process within a pre-defined set of constraints, analyze the costs and benefits of implementing a “self-service” AI tool, and supply a preliminary proof-of-concept AI model. However, during initial meetings about the scope of work, it was recognized that the voice of the customer (VOC) was an extremely important first step. The team wanted to confirm that a customizable tool was indeed what the sealant and adhesive market wanted. To achieve this, Priyam’s team spent a lot of time interviewing customers, developing surveys, interviewing subject matter experts (SMEs) within DMI Companies, and completing online searches or tapping into readily available market insights.

Priyam came into the project working toward a Master of Science degree in Marketing Science and Business Analytics. This was certainly put to good use as he was the lead in analyzing the data collected and summarizing the sealant market by region. Priyam did an excellent job learning a very technical subject without any previous knowledge of sealants and adhesives. He was then capable of presenting the data in a way that was easily understood by a wide audience. Ultimately, Priyam was able to explain how important customer interaction is and the ability to engage a customer during product selection can be a valuable tool in gaining an advantage over the competition. A focus on in-person events with web forms as supplementary interaction was highly recommended to DMI, and experimental marketing (in-person demos, samples, and videos) could be a huge benefit towards customer engagement.

Overall, Priyam and his fellow colleagues presented the following takeaways from their eight-week assignment with DMI Companies. DMI has a prime opportunity to provide customization tools to their customers. Although their competition is actively trying to address customer needs in real-time, there are a lot of flaws causing them to fall short. DMI can become an industry leader in innovation by using a customer centric approach. This can be accomplished by pursuing technology-based solutions to collect and manage customer behavior, developing customizable tools to capture customer preferences, and prioritizing opportunities that address challenges and pain points in different regions.

Priyam was able to make a significant impact over a relatively short period of time. He has a very bright future ahead of him, and I feel confident in providing this recommendation for his professionalism and work ethic.

If you need additional information, or specific details regarding his work, please do not hesitate to reach me by phone at 724-310-1218 or by email at dglunt@dmicompanies.com. It is always challenging to put together a concise recommendation letter when the applicant was such a success. Therefore, I would be happy to elaborate on Priyam’s skill set and accomplishments further.



Sincerely,

David Glunt

Engineering and New Product Development Manager



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