Josh Holen, jholen@google.com, 619-977-4150

To Whom It May Concern,

It is a privilege to provide this recommendation for Urmila. Having worked closely with her over the last two years at Endeavor Health, I have seen firsthand how she combines deep technical intuition with the high-level strategic thinking required to lead in the AI space.

Our partnership began in early 2024 during a highly competitive RFP for Endeavor Health's Generative AI and LLM Laboratory business. Urmila was the driving force behind that evaluation, coordinating a large, cross-functional team of Endeavor Health stakeholders for a full-day, deep-dive discovery session at the Google offices. She wasn't just a coordinator, she was a visionary who saw exactly how Google's AI stack could transform their organization.

Urmila's impact is best defined by her ability to move from "vision" to "deployment." Following the initial win, she worked hand-in-hand with our team and our deployment partner, 66 Degrees, to build and launch **Scout**, Endeavor Health's first LLM-enabled chatbot. Most recently, she spearheaded the evaluation of Gemini Enterprise, successfully navigating the internal business case to ensure Endeavor Health remains at the cutting edge of AI innovation. Gemini Enterprise (Google's newest Agentic AI solution) has now been procured at Endeavor Health and will be quickly deployed with Urmila's leadership.

A few things that set Urmila apart:

- **A "Power User" Mentality:** She is a regular at Google Cloud NEXT and stays incredibly current on the evolving AI landscape.
- **Strategic Advocacy:** She is a fierce advocate for the right solutions. She knows how to navigate complex internal politics and "get the foot in the door" with innovation and leadership teams to drive change.
- **Technical Savvy & Hard Work:** She understands the nuances of LLMs and Data Science, but she isn't afraid to get her hands dirty to ensure a project meets its success criteria.

Urmila is smart, talented, and possesses a level of tenacity that is rare to find. She advocates strongly for what she believes in and consistently delivers on her promises.

If you have the opportunity to interview her, hire her. She is a "sure thing" who will immediately elevate any AI or Data Science organization she joins.

Sincerely,

Josh Holen