



February 1, 2025

To Whom It May Concern,

I highly recommend Mark for any branding or strategy needs. Mark was instrumental in helping American Unagi understand our consumer base through a custom research study in 2022. This led to improvements in our marketing approach, communication, and website updates for reaching our customers.

His ability to actively listen, ask insightful questions, and quickly grasp our needs was impressive. Mark expertly managed the entire research process, from questionnaire design to data analysis and actionable recommendations. Three years later, we still look at insights gained from this study.

Mark's expertise and dedication make him a valuable asset to any organization seeking to deepen their consumer understanding or refine their brand strategy.

Sincerely,

A handwritten signature in black ink, appearing to read "Sara Rademaker".

Sara Rademaker
Founder and CEO, American Unagi