

To whom it may concern,

The purpose of this letter is to pass on my recommendation for Gabe Prero, who reported to me as VP/Sr Director of Product Development at Catch Co. Gabe is a fantastic professional and leader, and I am confident that he will excel in any senior leadership or product development role he may take on. I originally hired Gabe to lead industrial design in charge of a very small team focused on product development. While Gabe excelled in that role, he also quickly demonstrated tremendous capability to take on much greater responsibilities and drive broader strategic change at the company. Over the 3 years I worked with Gabe, he consistently demonstrated excellence in the following areas:

- Built a 7+ person team including leading a hiring process that always yielded top quality employees who contributed greatly to Catch Co.'s success
- Established streamlined processes, protocols, and ways of working with other teams, including a design process, brand pillars, concept review process, project management, and file organization
- Developed a brand book outline that provided clarity and guidance on the brand's identity, values, and visual elements
- Showed exceptional creative leadership across different disciplines, including industrial and graphic design
- Scaled the team and pivoted resources effectively, including navigating a difficult company-wide downsizing, with his team still emerging with positive morale and strong purpose.
- Showed strong leadership and fostered a collaborative and supportive environment, building an invested team.
- Demonstrated eagerness and ability to take on new roles and responsibilities, including IP, testing, creative, and product management
- Built up, from scratch, a 2000 sqft prototyping and testing lab
- Worked closely with vendors in Asia, demonstrating technical/manufacturing knowledge
- Facilitated cross-team collaboration and showed creative problem-solving skills, consistently achieving successful outcomes
- Led the entire company into multiple new product categories, most notably rods and reels and soft goods
- Demonstrated excellent communication and documentation skills, essential in ensuring that everyone was on the same page and project timelines were met.

In conclusion, Gabe Prero is an outstanding professional and leader who excels in product development and creative leadership. I recommend him with utmost confidence and enthusiasm for any senior leadership or product development role.

Sincerely,

Tim MacGuidwin

CEO of AllGuard, LLC

(Former COO/CFO of Catch Co)