



1800 Genessee St, Suite 233  
Kansas City, MO 64102

Austin Barone  
Co-Founder  
Just Play Solutions  
1800 Genessee Street  
Lawrence, Kansas 64108

To Whom It May Concern,

I am writing to strongly recommend Paul Markgraff for any role that seeks expertise in marketing strategy, creativity, and execution. Over the past few years, our organization has had the distinct privilege of working with Paul on an expansive marketing program, and the experience has been nothing short of exceptional.

My company, Just Play Solutions, currently serves over 850 elite teams in football, basketball, lacrosse, and soccer around the world. Just Play is the first learning management and content aggregation platform designed for sports. We help elite teams better prepare athletes in one location through an integrated workflow suite. Teams are able to create and aggregate content while integrating with other mission-critical platforms and data sources to deliver more content to the athletes, in every way they learn.

The marketing program in question was not an iteration of something previously existing. It was the brainchild of Paul, conceived from scratch, meticulously planned, and excellently executed. The complexity of the program was manifold, requiring an ingenious blend of creative brilliance and practical functionality. The result was a campaign that not only met our branding aspirations but also achieved the practical content and traffic targets we had set.

Not only did Paul act as the salesperson on this project, but he also became an integral part of our team, ensuring every facet of the program was addressed. His commitment to open and regular communication was commendable, checking in with us weekly for content assets. Such diligence ensured that our project was always aligned with the intended objectives and that we never lost sight of our goals.

Once the program was live, Paul was keenly involved in monitoring its success. His reports were not just statements of what was achieved, but insightful analyses of areas that could be optimized. This iterative and proactive approach ensured that the program was always performing well.

In our experience, it is rare to find someone who is both a visionary and a meticulous executor, but Paul exemplifies both these qualities. His understanding of our business, combined with his innovative approach and attention to detail, made our partnership a rewarding one. I'd like to emphasize that this marketing venture was one of our more significant investments, but the results and the value we derived from it justified our decision to commit to it for three consecutive years.

In conclusion, any organization would be fortunate to have Paul as part of their team. His caliber, dedication, and expertise are exemplary, and I wholeheartedly endorse him for any endeavor they choose to pursue in the future.

Warm regards,

Austin Barone

A handwritten signature in black ink, appearing to read 'A. Barone', followed by a long horizontal line extending to the right.

Co-Founder, Just Play Sports Solutions  
(785) 764-9620  
[austin@justplayss.com](mailto:austin@justplayss.com)