



To Whom It May Concern,

Paul Markgraff was an crucial asset to EdjSports during the four years we worked together on marketing programs prior to my departure for Churchill Downs, Home of the Kentucky Derby, where I currently serve as Vice President of Marketing and Partnerships.

EdjSports is at the forefront of empowering smarter decision-making for coaches through its sophisticated predictive, prescriptive analytical models and custom software solutions. Its game-based approach to statistical decision-making necessitates the analysis of vast pools of data to help teams make critical call decisions rooted in the highest probability of achieving desired outcomes.

Paul displayed an exceptional aptitude for quickly grasping the technical intricacies inherent in EdjSports' software platform. His understanding of its business goals and the statistical methodologies that inform its products played a pivotal role in advancing its strategic marketing initiatives. His comprehension of the intrinsic probabilities and trends one can extract from large datasets, and how coaches can harness that value to enhance their chances of success, was nothing short of exemplary.

Paul's ability to decipher complex concepts and translate them into a communications framework that resonates with less tech-savvy customers and stakeholders significantly enhanced the clarity and efficacy of the activations we undertook. Under Paul's stewardship, the quality of information shared with prospective customers was elite, as was the overall caliber of the marketing campaigns he designed for EdjSports. His innovative omni-channel marketing strategies incorporated a spectrum of media including print and digital display advertising, video production, sponsored content production and distribution, organic social outreach, email newsletters, trade show exhibitor booth procurement and design guidance, convention sponsorship, and live speaking events.

The synergy between Paul's comprehension of EdjSports' business model, the practical application of its software platform, a real grasp of the underlying mathematical and statistical methodologies, and his ability to propose, execute, and measure highly integrated marketing campaigns, was instrumental in establishing EdjSports as a primary thought leader among prospects and customers.

Paul's holistic desire to understand his client's business ethos, coupled with his diverse technical competencies and exemplary communication skills, would make him an asset for any organization.

Best wishes,

Casey Cook Ramage

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