



August 14, 2026

To Whom It May Concern:

I am pleased to recommend Matt Loudon for a customer-facing engineering role, including Forward Deployed Engineer positions and similar roles. I worked closely with Matt across several complex web and AI initiatives at CAQH and DataSpring, first while he was with HIVE Strategy and later as an independent consultant. In my role leading digital marketing and website strategy, I often served as the link between business stakeholders, subject matter experts, and technical teams. Matt was consistently effective on the other side of that relationship: he listened carefully, asked the right implementation questions, and translated evolving requirements into practical technical solutions.

Our work together included the CAQH Index dashboard, the DataSpring member dashboard and rebrand, HubSpot membership and registration workflows, and custom AI assistants supporting our Index and Advisory Services content. Matt's contributions went well beyond interface development. He designed and improved retrieval workflows for our AI assistants, implemented custom guardrails and administrative tools, and gave our team better visibility into user conversations, token usage, and cost. He also brought telemetry from separate assistants into a unified dashboard and created documentation that made the system easier for our team to understand and manage after delivery.

One example captures the value Matt brought particularly well. After we identified that an initial AI assistant was responding too slowly, Matt introduced a custom retrieval layer that cut response time roughly in half. He was equally comfortable working through less visible but important challenges, including staging and domain decisions during the DataSpring rebrand and troubleshooting security findings related to TLS. In each case, he did more than provide a technical answer: he explained the context, laid out the available options, and helped us make an informed decision.

Matt's ability to communicate with people at different levels of technical expertise was one of his greatest strengths. He worked directly with marketing, development, information security, and subject-matter stakeholders, and he adapted as priorities and requirements changed. His communication was direct and transparent, and he consistently looked for ways to improve the underlying solution rather than simply close the immediate request.

Matt combines hands-on engineering ability with customer empathy, curiosity, and a strong sense of ownership. I would be happy to work with him again and recommend him for a Forward Deployed Engineer or similar customer-facing technical role where success depends on understanding a client's needs, navigating ambiguity, and delivering a solution that works in practice.

Sincerely,

Adam Finch
Sr. Digital Marketing Manager
DataSpring, powered by CAQH