8/17/2026

To Whom It May Concern,

I am pleased to recommend Matt Louden, whom I have had the opportunity to work with at two different companies during our careers. Matt and I first worked together at 5ivecanons, where I knew him as a senior developer and technical problem-solver. Years later, Matt recruited me to join his development team at HIVE Strategy, where I experienced his leadership firsthand as Director of Development.

I have more than 10 years of experience across product design, UX engineering, front-end development, and AI-enabled enterprise solutions. Throughout my career, I have worked with multidisciplinary teams, stakeholders, CEOs, founders, startups, and organizations and brands such as TiVo, Samsung, Merative, HDR10+, and FIS, where I currently serve as Lead Product Designer, AI & Enterprise Solutions. That experience has given me the opportunity to work with many talented technical leaders, and Matt stands among the strongest.

Matt has an exceptional ability to take complicated or loosely defined ideas, identify the real problem, and turn them into practical, reliable software. He combines hands-on engineering depth with strong systems thinking across architecture, integrations, infrastructure, automation, and AI-enabled products. He understands that successful AI requires more than connecting to a model, it requires sound architecture, dependable workflows, thoughtful safeguards, and a clear understanding of the people and business needs the technology must serve.

Even in a Director-level role, Matt remained closely involved in the technical work. He set direction, made difficult architectural decisions, mentored developers, and regularly worked alongside the team to troubleshoot problems and move complex projects across the finish line. He leads through technical credibility, sound judgment, and a willingness to take responsibility for outcomes.

Matt also recognized my strengths in UX and design and brought me onto the HIVE team because he believed I could contribute in those areas while continuing to grow technically. He answered questions, shared his experience, and trusted me with increasingly complex work. He provided guidance without taking ownership away from me, which is one of the qualities that makes him such an effective mentor and leader.

Having worked with Matt as both a colleague and a member of the team he led, I strongly recommend him for a Director or senior leadership role in engineering, AI systems, solutions architecture, or technical product development. He brings a rare combination of engineering expertise, AI understanding, creative problem-solving, mentorship, and the ability to connect technology, product, design, and business strategy. I would gladly work with Matt again and recommend him without hesitation.

Sincerely,



Raul Martinez
Lead Product Designer, AI & Enterprise Solutions
raul.alb.martinez@gmail.com
https://www.linkedin.com/in/raul-martinez/