Letter of Recommendation

To Whom It May Concern:

I am pleased to recommend Matt Louden for a development leadership or senior technical role. I worked with Matt for about two years at HIVE Strategy, where I was a web developer reporting to him as Director of Development. Over that time, I collaborated with and learned directly from Matt across multiple web projects and custom integrations, and I saw firsthand the technical judgment and mentorship that made him an exceptional person to work under.

Our work together included the Southern Nazarene University website migration and redesign, a custom SchoolMint-to-HubSpot integration, custom AI integrations including RAG-based chatbots, and internal tools such as website graders and accessibility scanners. On the SNU project, Matt led the migration of over 31,000 pages into HubSpot, staying hands-on with the details and keeping the team organized through a large, multi-phase effort. Across our other projects, Matt consistently pushed for innovation in both internal tools and client-facing applications, bringing the same rigor and hands-on involvement to each one.

One project stands out as a clear example of what Matt brings to a technical challenge. We needed to bring SchoolMint data into HubSpot, but no direct API existed to support that kind of integration. Rather than treating that as a blocker, Matt researched the problem on his own and built a working custom integration from scratch. He also structured the solution in a way that made it straightforward for a developer like myself to duplicate and iterate on going forward. That project captures what made Matt valuable beyond any single deliverable: he didn't just solve the problem in front of him, he built something reusable and understandable for the team that had to maintain it.

Matt combines strong technical instincts with a real commitment to developing the people around him. I would welcome the opportunity to work with him again, and I recommend him without reservation for a role where technical leadership, problem-solving, and mentorship all matter.

Best regards,

RJ Rodriguez

RJ Rodriguez
Web Developer
HIVE Strategy