

To whom it may concern,

I am writing to offer my wholehearted recommendation for Dan Freeman, whom I had the pleasure of working alongside throughout much of his tenure at The Beatport Group. Over the course of some seven years, Dan progressed from a contract UX/UI designer to our Global Director of Product Design, and that ascent was a direct reflection of both the calibre of his work and the trust he steadily earned across every part of the business.

Among the qualities that distinguished him, the first was an exceptional eye for detail, paired with a genuine care for craft that meant he routinely caught and resolved the small things others would overlook, always to the benefit of the finished product. Allied to this was an unwavering customer-first instinct, which proved especially valuable across a portfolio as broad and varied as ours, where it can be all too easy for design decisions to tilt toward internal convenience. Dan had a particular talent for holding the commercial needs of the organisation and the needs of the customer in balance, iterating patiently on a design until he arrived at the version that served both, which is a far rarer ability than it might first appear.

I also came to value his counsel a great deal. His deep and practical understanding of the systems he worked within meant that whenever he raised a concern or offered an alternative approach, it was invariably considered, well-reasoned and worth acting upon, and he consistently raised the standard of those around him in the process. As he grew into a leadership role, those same instincts translated naturally into the way he guided his team and shaped the direction of our product design function.

Dan would be a considerable asset to any organisation fortunate enough to secure him, and he carries my strongest recommendation. I would be glad to discuss his contribution in greater detail should that be useful.

With kind regards,

Emilie Birks

SVP of Marketing
The Beatport Group