

Faraïen Bahri  
5691 Parkmor Road  
Calabasas, CA 91302  
(818) 264-9359

November 18, 2014

To Whom it May Concern,

It is my utmost pleasure to write this letter of recommendation for Boe Trumbull.

I can confidently say that Boe is the most influential person in my life. I can also confidently say that he doesn't know the full extent of his influence on me, nor on many of his friends and former coworkers. He is a true pragmatist in every sense of the word. Before I delve deeper into his personality and professional expertise, let me briefly introduce myself.

My name is Faraïen Bahri, and I am currently a Senior Financial Analyst at Move Inc., a public technology company currently traded on the NASDAQ, and soon to be acquired by News Corp. Prior to this position, I was the Project Manager of Corporate Operations and Logistics at SBE Entertainment Group, working directly under Boe. My role there included negotiating and improving current and new vendor agreements, executing new company wide strategic initiatives, and enhancing current day-to-day operations.

Now before I elaborate on why Boe has had such a profound impact on my life, I should tell you a little about Boe's character in general. What makes Boe so exceptional is his ability to bring out the best in people. Boe is one of the most honest, sympathetic, and passionate people I have ever had the pleasure of knowing. Throughout the years that I have known him, he has always portrayed kindheartedness and earnestness in every facet of his life. There are many times when he stepped outside the boundaries of work and proved himself worthy of a person of principle. Beyond that, he was pivotal in helping elevate talent in countless employees, including myself. By identifying his employee's true capabilities, Boe has repeatedly changed both people's careers and SBE's core competencies. I personally moved up the ranks from an intern, to a financial analyst, to project manager of corporate operations and logistics within a year. Now I am a Senior Financial Analyst, primarily due to Boe's truly remarkable guidance. My first two supervisors' at SBE, Alireza Ghaemian and Chad Shin, were also under Boe's guidance for years. They are now both VP's in Finance and Accounting respectively. This doesn't even count the countless venue managers, personal acquaintances, and friends that Boe has transformed for the better, both personally and professionally. In other cases, Boe has put others ahead of himself in the most humble of matters. On his weekends, Boe frequently raises money for local charities, participates in community outreach, and helps give advice and hope to acquaintances from all walks of life. Boe is the most remarkable individual I will ever meet, and his leadership is unmatched. I can honestly say this is not only my opinion, but the opinions of all his coworkers as well. He has come to my aid as a genuine friend on several occasions and I fervently feel that Boe is someone I can always count on.

When he wasn't helping to lay carpet for an elementary school, or consulting a dying friend, he was helping to enlighten my true capacities and life desires. Boe helped me reach deep inside myself and realize my passion to help those less fortunate than myself.

He helped me see that happiness and success comes from loving what you do and feeling like you have made a difference. For this reason I have decided to leave my accomplished career and attend medical school next fall in Washington D.C. My path towards medicine has involved receiving two cancer research publications, founding two non profit organizations, and still managing to simultaneously advance in my career up to this point. Boe helped me tap into this self-enlightenment, and his impact on my life will never be compromised. I will continue to share his impact on everyone that I encounter and I will never forget how important following your true passion is. And, if I can describe Boe's career in a nutshell, it would undoubtedly be passion. To an outsider, Boe would be considered a workaholic. But if you knew Boe, you would realize that his career is in his DNA, and he enjoys every moment of it.

Professionally, Boe was one of the most versatile executives in the company. His role as the Vice of SBE incorporated being the head of all major vendor partnerships, new company wide strategic initiatives, and special projects. Boe was considered to be the "fix it" guy. He was our CEO's top choice for innovation, operational restructuring, and keen eye for opportunities. When SBE acquired the hotel Four Points by Sheraton LAX, Boe was sent to enhance its failing status. He helped it back to profitability in all kinds of ways, from enhancing its day-to-day operations, to dynamically changing many of its revenue sources. When the company was expanding, he helped transform SBE's entire payroll, human resources, scheduling, and employee budget forecasting from a manual process to a streamlined multidimensional electronic system, operated through the virtual cloud. When SBE acquired Syndicate, a multi-venue nightlife company, to be added to SBE's portfolio, Boe lead the seamless operational fusion. When SBE's restaurant in Malibu, Gladstones's, was acquired and in financial shambles, Boe was sent in to flip it to success. He helped change the design, change operations, and make it become the true connection between "sunset meets pch". In one year alone with Boe, I saw him restructure Payroll and HR, save over half a million dollars in credit card transaction fees, create a logistics department that helped save over 2.5 million dollars in wasted expense, and countless more. It is literally impossible to track Boe's accomplishments at SBE, because of how much he has done. Boe has touched almost every major change at SBE for over 11 years and the company would not be where it is today without him. Even SBE's CFO made this fact known to me on multiple occasions. His mark is undoubtedly on every part of that company and I am the first to wonder what new innovation he will conjure up next.

I can think of no one more suited to lead a company, and no one more deserving. In my opinion, Boe is an extremely rare breed, an overachiever in every sense of the word, and uniquely capable of doing whatever he wishes to accomplish. His approach is always nonconventional and his results are always astonishing. So for these reasons, and so many more, I recommend Boe without the slightest doubt.

If you have any further inquires about, please do not hesitate to contact me.

Sincerely,  
Faraien Bahri

