

To Whom It May Concern,

I am pleased to provide this letter of recommendation for Aaron Durham, whom I had the opportunity to work with closely during his time on my team. Although Aaron and I now operate as peers, the impact he made under my leadership has continued to stand out, and I hold his work in the highest regard.

As a Senior Director of Retail, Aaron consistently demonstrated a proactive, analytical, and results-driven approach to the business. He has an exceptional ability to turn data and insights into clear, actionable strategies that drive meaningful performance outcomes. Aaron is often the first to detect shifts in trends or customer behavior, and he uses that early visibility to guide his team with precision and confidence.

One of Aaron's greatest strengths is his organizational discipline and structured leadership style. He brings clarity to complexity, establishing strong governance, thoughtful planning, and consistent communication rhythms that help teams stay aligned and focused. His ability to break down large initiatives into manageable, measurable components is a major reason his teams deliver with such reliability.

Equally noteworthy is Aaron's adaptability and steady positivity in fast-moving environments. In moments of high pressure including major launches, shifting priorities, and disruptive market conditions, Aaron remains calm, open-minded, and solution oriented. His leadership provides stability for his teams, even when the pace is intense and expectations are high.

Overall, Aaron is an exceptional leader who makes organizations better. His strategic rigor, operational excellence, and resilient mindset set a high bar for those who work with him. I am confident he will be a tremendous asset in any role or partnership he pursues.

If you need any additional information, I would be happy to provide it.

Sincerely,

Lisa Pipkin

Senior Director of Retail Sales OPHA

Verizon Wireless (412) 860-0970