

January 19<sup>th</sup>, 2026

**Letter of Recommendation for Amanda Frietsch**

To Whom It May Concern,

I am pleased to recommend **Amanda Frietsch**, who served as Marketing Operations Manager at Blue Alliance. Amanda joined Blue Alliance with a strong technical understanding of HubSpot, and the broader ecosystem of tools required to operate a modern, professional sales and marketing organization in the MSP ecosystem.

From the outset, Amanda proved to be a diligent, reliable, and highly capable team member. She consistently stayed current on new features and capabilities across the platforms we relied on and ensured our marketing and sales technology was configured, optimized, and fully supporting the team's objectives. Her work ensured that technology was never a barrier to execution—only an enabler.

Amanda was universally appreciated by the sales and marketing teams for her accessibility, responsiveness, and collaborative mindset. She is reliable, pleasant to work with, and naturally embraces teamwork, partnering closely with others to help them succeed. Her calm, steady presence and technical competence brought confidence and stability to our go-to-market operations.

Due to an evolution in our customer acquisition strategy, certain functions within our sales and marketing operations were impacted. Amanda's role was affected by this change; however, this decision was in no way a reflection of her performance, capability, or the value she brought to our organization.

Amanda was well-integrated into our team and performed her role exactly as expected—and often beyond. She has my strong recommendation and would be a valuable addition to any organization seeking a dependable, technically strong, and collaborative marketing operations professional. Please feel free to contact me if additional information would be helpful.

Sincerely,

**Nick Recker**

Founder & CEO, Blue Alliance