

August 17, 2022

To whom it may concern,

My name is Joe Amodei and I had the pleasure of managing Trey during his time as Retention Manager at Grailed. I can confidently recommend Trey Heine for any opportunity within the digital marketing and product spaces.

Simply put, Trey stands out from other contributors of his tenure. It's rare to find someone who strikes such a perfect balance between soft and hard skills at this point in their career. Trey's unique combination of interpersonal and technical skills consistently allows him to operate above his level and provide outsized business impact.

Trey is a thoughtful collaborator who leads every cross-functional interaction with empathy and authenticity. He's an expert communicator who frames up problems, presents options, and makes recommendations in an intuitive manner. I rarely recall ever asking Trey a clarifying question as he proactively thinks through any points of clarification when communicating with any team member in the organization. Most importantly, Trey looks at problems from every angle and doesn't shy away from asking the tough questions.

From a technical standpoint, I trust Trey to lead any strategic initiative from ideation to experiment design to analysis. His value in this realm is undeniable. It's rare to find a contributor who can drive strategy in both the brand-oriented and technical realms, but Trey proved time and time again to demonstrate value in both arenas. Whether it was dreaming up new and innovative daily communications franchises or implementing dynamic product recommendations at scale, Trey expertly blended art and science during his time at Grailed.

Lastly, Trey's growth oriented mindset is truly unmatched. He holds himself to a standard of growth most commonly encountered in professional athletes. He's open to any and every opportunity to add more tools to his tool belt and continue gaining expertise across the digital marketing and product worlds.

Given Trey's past performance and intangibles, I can't wait to see where he takes his career. Please don't hesitate to reach out if you'd like to learn more about my time working with Trey.

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