

To Whom it May Concern:

I hold Adam Fialkov in high regard, and therefore it is my pleasure to write a letter of recommendation on his behalf, for entrance into your MBA program.

I have known Adam professionally for more than two years. I hired him to work for me as a Technical Lead, and IT Liaison to the Warner Music Group Business Units. Warner Music Group IT operates a shared service model spanning all of the Music labels under the corporate umbrella including major labels such as Atlantic Records, and Warner Bros. Records. My role at WMG was the Director of the Application Development Group; primarily focused on the space of Online Marketing, Promotions and Sales. This domain operated in a unique area that cross cut the business unit's consumer facing marketing teams and corporate IT's technology initiatives.

Adam has a strong sense of dedication, and an open mind when problem solving. He has an excellent demeanor, and this, combined with his sense of the practical, allowed him to resolve complicated situations in service of our various customers. For example, Adam was initially responsible for the migration of a key data gathering marketing application from a major label to the corporate level, allowing the application to be leveraged across the enterprise. He demonstrated the ability to navigate a politically sensitive atmosphere, and manage a migration team that relied heavily on a third-party company who were effectively losing one of their key clients. This combined with his technical background provided for a high-profile success.

From that point forward Adam was responsible for managing the majority of our international users, as well as key initiatives related to our U.S based Marketing endeavors. He would often work non-standard hours to accommodate the time differences of his various users, and motivated his team to achieve excellence while remaining flexible. I regularly received positive feedback from Adam's user base regarding the level of service and his strict attention to supporting the demanding pace that a commercial label is required to keep. Overall, I enjoyed his ability to rapidly grasp the fundamentals of a new initiative, both the hard mechanics of delivering, and the softer skills of management, and could confidently rely on the situation being under control, and my involvement being limited to strategic points.

In all areas Adam exceeded expectations, and helped set the bar for his peers by way of example. I strongly endorse Adam for your MBA program, and have no doubt that you will be pleased to have him as an alumnus.

Sincerely,

Michael Blazeovich
Entertainment Account Manager and Solution Architect
AaxisGroup Strategic Consulting