

Social Architects and Economists International, LLC
Anchorage, Alaska
matt.cavanaugh@social-architects.international
907-444-7728

November 29, 2019

To Whom it May Concern,

I'm writing this letter of recommendation at the request of Matt Cavanaugh, from Social Architects INTL, who worked for Petco Animal Supplies Inc. in a strategic technical lead role for nearly two years until May 2019.

Matt was brought on to provide Subject Matter Expertise in Petco's content management platform, which is part of our omni-channel ecommerce suite. Matt focused on leading and strategically advising Adobe Experience Manager (AEM) technical team and business user community. AEM delivers content services to the petco.com website, several mobile apps, and various third party microservice integrations.

With Matt's guidance, Petco's team was able to plan and execute several milestone projects and initiatives from our annual business roadmap, including an upgrade of our AEM application, scoping out necessary architecture changes, writing architecture documentation, working on assorted business improvement projects, and the like.

Matt's expertise and judgment were extremely valuable and I am certain he will be a valuable member of any team he finds himself coaching, advising or leading.

Sincerely,



Inga Ferber
IT Manager
Ecommerce & Enterprise Content Management
Petco Animal Supplies Inc.
Rancho Bernardo, San Diego, California