



September 22, 2023

To whom it may concern,

I had the distinct pleasure of working closely with Udit Guleria throughout his DDI internship in the summer of 2023. Udit joined us as an assessment Product Management intern focused on conducting market research, and his incredible energy and enthusiasm helped bring focus to the research project. Udit was integral to the project's success.

When Udit first joined DDI, he did not have experience with the assessment industry, and I was impressed with how quickly he picked up its complex factors. Within the first few weeks, he was raising pertinent questions and actively contributing to discussions. Udit rapidly understood our central research questions then formulated, refined, and launched specific test questions on UserTesting.com. Those results advanced our understanding with clear results that Udit succinctly presented to our stakeholders.

As part of the research project, Udit leveraged a platform that our company had recently started using, UserTesting.com which was new to him. He utilized the learning content available online to get up to speed independently, and in a short period of time, he became the third highest creator for user tests in our company. He was able to generate results that refined our key research questions and our understanding of buyer needs. Through those insights and multiple rounds of testing, he also identified areas of apparent contradiction in the results and formulated questions for additional testing.

All of the testing Udit conducted culminated in a market study with a 3rd party provider which Udit was instrumental in organizing. From discussing the research questions to communicating with the 3rd party provider to refining the language in each question, Udit was central to the success of that study. He kept the timeline and results from all of the research organized and easily accessible for the entire team.

I would be delighted to work with Udit again in the future, and I recommend him for Product Management positions without reservation.

Sincerely,

Betsy Breitenbach
Senior Product Manager