

To Whom It May Concern,

I am pleased to recommend Matt Higgins, with whom I had the privilege of working closely at Horizon Hobby. In my role as Category Manager and Matt's role as Marketing and Brand Manager, we collaborated across numerous initiatives, including the highly successful launch of Axial Adventure products. Throughout our time working together, Matt consistently demonstrated exceptional leadership, strategic clarity, and a deep understanding of both the RC industry and the broader automotive and motorsports landscape.

Matt has a rare ability to articulate a clear, compelling vision for a brand and then align cross-functional teams around that direction. His communication is direct, thoughtful, and grounded in strong market research and data analysis. He not only recognizes industry trends — he anticipates them, and he translates those insights into actionable strategies that move a brand forward.

A passionate Jeep enthusiast and lifelong fan of scale RC vehicles, Matt brings authentic enthusiasm to his work. That passion shows up in the quality of his ideas, the relevance of his campaigns, and the credibility he brings to the community. His leadership was instrumental in driving strong social media engagement and building momentum behind key product launches.

Matt is also an outstanding collaborator. He works seamlessly with product development, creative, sales, and operations teams, ensuring alignment and follow-through at every stage. His communication and follow-up skills are among the strongest I've seen, and he consistently fosters trust through honesty, transparency, and reliability. Beyond his professional strengths, Matt is a solid family man whose integrity shows in how he treats people and how he carries himself.

I am confident that Matt will bring the same level of vision, dedication, and collaborative leadership to any organization fortunate enough to work with him. He has my full and enthusiastic recommendation.

Sincerely,
Hugo Saavedra