
Alex Hug

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To whom it may concern,

For the past several years, Jasmine Poole has been an extremely valued member of my team. As a tour manager for multiple high-profile musical artists, Jasmine has contracted for me since 2018. As is the nature of this type of work, I have had the privilege of hiring individuals to short-term roles based solely on whom I believe to be the best fit for my clients and projects. For the past seven years, my first call for *the majority* of these projects has been Jasmine Poole.

On her first day of hire, Jasmine was immediately able to leverage her prior experience in corporate media production, not only to understand what I was asking for as a manager, but to also understand the needs of my clients. The position she started in was responsible for on-the-ground logistics, as well as merchandising. She met the expectations for this role in a very short period of time, and proactively was able to offer suggestions for immediate improvement to these operations. This resulted in an improved match between the merchandising inventory we were touring with, and the items my client's customers wanted to purchase; directly increasing our merchandising revenues, and therefore the profitability of my client's operations. In my experience, it is uncommon to find this level of proactivity in a *contracted* position. Jasmine's demonstrated value-add did not go unnoticed, and my client has *requested her specifically* for multiple roles since.

Jasmine is a polymath, and possesses a versatility that is essential for creative problem solving. While she may not possess the same level of in-depth knowledge found in a technical specialist, Jasmine excels at bridging the gaps between team members with specialized knowledge, organizing and advancing the whole team towards achieving project goals. She is highly adaptable to change, and can quickly adjust her thinking to advance a mission in a real-time environment. These qualities directly led to me hiring Jasmine into a Tour Manager position with a long time client in 2022. This position was directly responsible for all of the tour logistics, scheduling, and day-to-day "on the ground" operations. It was also a challenging appointment, as it was a different type of tour for my client, wherein they were *supporting* another artist as opposed to *headlining* their own concerts. This meant that our previous work templates, for things like daily schedules, needed to be changed. It also required daily interfacing with the headlining artist's camp, in which Jasmine represented the interests and needs of my client, while simultaneously

advising my client on how their operations needed to change and adapt to the workflow of the headlining artist. Jasmine succeeded in keeping the team on-track, and the client's needs were met, even in this dynamic environment.

Jasmine is also markedly empathetic to the needs and state-of-mind of the people around her. It would be difficult for me to overstate how much this personality trait and soft skill is appreciated by her team. Instead, here is a glowing piece of feedback from a grammy-winning artist who has come to appreciate not only the quality and consistency of her work, but her compassion as well:

"Jasmine has become a trusted friend on the road and very compassionate regarding my own limitations. Touring is hard enough nowadays, but would be markedly more difficult without her in my corner."

This really demonstrates Jasmine's commitment not only to the work mission, but to people as well. As a manager, I find that it is exceptionally rare to find individuals who not only excel at what they do, but can also intuitively understand the limitations of the individuals around them, can work with those limitations, and *still* deliver.

Jasmine Poole is the kind of person who is hard to find. Her dedication, work ethic, flexibility, and compassion for both her clients *and* her team have been an asset to me, and would be indispensable to anyone who hires her, whether as an employee or as a contractor. If you have any questions with regards to my experience working with her, please contact me at the phone number or email address above.

Sincerely,

Alex Hug