



ADVANCA PTE. LTD.

10 Anson Road, International Plaza #05-01, Singapore 079903

15 April 2026

To Whom It May Concern,

It is a distinct pleasure to recommend Gideon, who served as Content Lead at Automata Network. During his tenure, Gideon was a key driver of our marketing execution, playing an integral role in shaping and delivering our communication efforts across campaigns and product initiatives.

Gideon is a disciplined and highly reliable operator who brings a strong sense of ownership to his work. He approaches each project with focus and care, ensuring that execution is both precise and consistent. His attention to detail is one of his defining strengths. He has a habit of catching what others might miss, and this shows in the overall polish and quality of the output he is responsible for.

He is one of the most industrious professionals I have had the pleasure of working with. Gideon is particularly dependable when it comes to timelines and deliverables. Whether he was overseeing multifaceted product launches or high-level collaborations, I never had to second-guess the quality of the output.

Gideon has a strong command of content and a thoughtful approach to how ideas are shaped and communicated. Alongside this, he has a natural instinct for what works. He understands tone, positioning, and subtle shifts in messaging that can significantly impact engagement. This intuition meant that our marketing efforts were always positioned for maximum impact and relevance.

In the fast-moving and often complex world of decentralized technology, it is rare to find a professional who balances creative sensitivity with rigorous execution. Gideon is that rare individual. He is a high-bandwidth marketing professional who combines the vision of a storyteller with the precision of a technician.

Gideon is a tireless worker who would be an invaluable asset to any organization looking to scale its brand and strengthen its market presence. I give him my highest and most unreserved recommendation.

Please feel free to reach out to me directly if you require any further insight into Gideon's exceptional work.

Best regards,

Sam

Samantha Koh
Head of Marketing at Automata Network