



September 26, 2016

To Whom It May Concern:

I give my highest recommendation and regard for James-Michael Roddy as a Creative Visionary, Director, and Leader. I have worked with Michael extensively and intimately over the past year and he has demonstrated an extraordinary entertainment and theme park knowledge/skillset. But possibly more importantly he is a leader that individuals and teams respect and to whom they give their best work.

Michael exhibits and executes what I believe to be the most important traits required by a successful creative leader:

1. An inherent instinct for what moves, excites, and delights audiences in an entertainment experience
2. Thorough knowledge and comprehension of his I.P./subject matter
3. The ability to engage and inspire his team
4. A collaborative and mutually-respectful approach to leadership
5. Passion – the fuel to drive results and to go beyond the ordinary

While creating the immensely successful and respected *Star Wars: A Galactic Spectacular* at Disney's Hollywood Studios theme park, Michael's vision and understanding of how to craft an extraordinary experience for the audience was clear and consistent. While navigating layers of corporate and creative pitches and approvals he gained not only the respect of his peers and production team but possibly more importantly the numerous I.P. stakeholders. The result was a show that pushed the boundaries without breaking them and that ultimately delivered exactly what the audience wanted and what Michael promised from the first day.

I strongly recommend that Michael be given fullest consideration for any creative role he pursues, as he knows his strengths and passions and therefore it is much more than a safe bet that he will deliver beyond expectations.

Thank you for giving him thorough consideration,

Daren Ulmer
President and Chief Creative
Mousetrappe, Inc.