

BRANDON NYE - ENTERPRISE SALES

CLIENT TESTIMONIALS

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Client Testimonials

- Griffin Lay | Director, Digital Investment | Omnicom
- Cherry Pan | Director, Digital Investment | Omnicom
- David Santiago | Associate Director, Digital Investment | Omnicom
- Federico Lee | Director, Video Investment | Kinesso (IPG)
- Paulo Kim | Director, Digital Investment | Sony Pictures
- Trisha Chandra | Media Manager, Digital Investment | Uber
- Ken Lim | Senior Associate, Digital Investment | Omnicom

Griffin Lay: Director, Digital | Omnicom & IPG | AMZ XCM



Griffin Lay (Omnicom) <griffin.lay@omc.com>
to me ▾

Wed, Mar 4, 8:33 PM (13 days ago) ☆ 😊 ↩ Reply ⋮

To Whom It May Concern:

I wanted to share a letter of recommendation for Brandon Nye and why I believe he is an ideal candidate for the position he is pursuing. Brandon was my representative at Kargo for over four years on the Amazon account, and during that time he consistently demonstrated the qualities you would want in a strong account lead. I've highlighted below several key areas where he stood out and delivered exceptional value.

- **Client Leadership & Partnership:** Brandon consistently approached the Amazon relationship as a true partner rather than a vendor. He took the time to understand our business objectives and proactively brought forward ideas and opportunities that aligned with our broader campaign goals.
- **Strategic Thinking:** Beyond day-to-day account management, Brandon regularly provided thoughtful recommendations on how to structure media to drive stronger performance. He was particularly strong at translating Kargo's product offerings into solutions that addressed our campaign needs.
- **Responsiveness & Reliability:** Brandon was always extremely responsive and dependable. Whether it was navigating tight timelines, troubleshooting campaign issues, or providing last-minute support, he ensured our team had what we needed to keep programs moving forward.
- **Operational Excellence:** Brandon demonstrated a strong understanding of the operational side of campaigns, from planning through launch and reporting. His attention to detail and ability to coordinate across teams helped ensure smooth execution across multiple campaigns.

Off the course, Brandon was the type of person you could easily have a beer with (maybe a Kombucha in LA) and couldn't recommend him more.

Best,

[Griffin Lay](#)

Director, Digital

Cherry Pan: Director, Digital | Omnicom | AMZ Prime Video



Cherry Pan (Omnicom)

to me ▾

Mon, Mar 9, 5:54 PM (8 days ago)



Reply



To Whom It May Concern,

I'm pleased to recommend Brandon based on the exceptional partnership and support he provided to my team while working together on the Prime Video account.

From the very beginning, Brandon played a key role in our onboarding and education. He stepped in immediately as an educator, walking us through what Kargo had previously executed with Prime Video and ensuring our entire team was able to ramp up quickly. He proactively shared historical performance and insights that were critical to our early campaign planning.

Brandon also excels in communication across all levels. With his agency background, he intuitively understood how to tailoring conversations so that both group directors and new assistant planners could easily grasp the information.

Throughout our partnership, his speed and reliability were unmatched. Prime Video is a demanding account, and we needed partners who could move fast, stay flexible, and respond quickly. Brandon was consistently reachable, flexible with communication, and always willing to jump on a call at a moment's notice.

Beyond performance, Brandon is a natural relationship builder. He created an environment where every team member felt comfortable reaching out. He even took the initiative to organize a 25-person team event when our leadership was in town, bringing the entire group together for the first time. That initiative came entirely from him, without us asking, and truly exemplifies the level of partnership he brings.

For all these reasons, I highly recommend Brandon for this role and I'm confident he will be a great asset to the team.

Thanks,
Cherry

[Cherry Pan](#)

Director, Digital

David Santiago: Associate Director, Digital | Omnicom | AMZ RMI



Santiago David (Omnicom) <santiago.david@omc.com>
to me ▾

Mon, Mar 9, 10:43 PM (8 days ago) ☆ 😊 ↩ Reply ⋮

Hi Brandon,

Passing along my reference statement from our time working together - best of luck in the job hunt!

"Brandon brings an exceptional attention to detail and depth of understanding that's rare to find. Working with him was always seamless—he consistently proved to be a reliable and thoughtful partner. He goes above and beyond, not only in delivering on his responsibilities but also in contributing to the overall strategy and growth of the team. His greatest strength is his communication: he's proactive, responsive, and always available to collaborate when needed."

All the best,
Santiago

Santiago David
Associate Director, Digital Activation

OMNICOM MEDIA

Federico Lee: Director, Addressable Activation (Video | CTV) | Kinesso (IPG) | AWS



Federico Lee (Omnicom)
to me ▾

Mon, Mar 9, 10:53 AM (8 days ago) ☆ 😊 ↩ Reply ⋮

To Whom It May Concern,

While Brandon and I only worked together for a year during the partnership between Kargo and IPG, that time was more than enough to see the caliber of professional (and person) he is.

Brandon stands out because of his deep agency roots. Unlike many vendors who focus solely on hitting their own goals, Brandon understands "our world". He speaks the language, anticipates the pressures of the agency side, and approaches every interaction as a true partner. He never felt like someone just managing an account, but as an extension of our team.

I truly appreciated his ability to "flip the switch", as Brandon was incredibly easy to work with on a daily basis, being personable, fun, and not taking himself too seriously. However, during high-stakes moments, he was one of the few partners I've worked with who provides the exact deliverable needed the first time, without delays or unnecessary back-and-forths.

Brandon was able to build a foundation of trust within months, whereas it could take years with other people. He is reliable, highly skilled, and someone who makes the work day better just by being involved. Any organization would be lucky to have him.

Best,

KINESSO

Federico Lee
Director, Addressable Activation

Paulo Kim: Director, Media | Sony Pictures



Kim, Paulo <Paulo_Kim@spe.sony.com>
to me ▾

Tue, Mar 10, 11:38 AM (7 days ago)



Reply



To Whom It May Concern,

I had the pleasure of working with Brandon Nye during our time at MediaCom on the adidas account. Throughout our tenure together, Brandon consistently demonstrated exceptional professionalism, a strong work ethic, and an unwavering commitment to excellence. He holds himself to high standards and always strives to deliver best-in-class results.

Brandon has a natural ability to go above and beyond for his clients, ensuring their needs are met regardless of the circumstances. His dedication, responsiveness, and thoughtful approach made him a trusted partner and a clear client favorite.

Even after our time working directly together, Brandon has remained a reliable and generous resource. Although he was not my assigned representative at Kargo, he never hesitated to step in to answer questions or provide strategic input when needed. He consistently offered insightful solutions and innovative ideas with efficiency and professionalism.

Beyond his professional strengths, Brandon is someone who builds lasting relationships. What began as a working partnership between us has evolved into a valued friendship. A testament to his character, integrity, and authenticity.

Brandon is an outstanding candidate, and any organization would be fortunate to have him on their team. I recommend him without hesitation.

Thank you,

Paulo Kim | **SONY PICTURES** | Director, Media

Trisha Chandra: Media Manager, Digital Investment | Uber



Trisha Chandra

to me ▾

Mon, Mar 9, 10:43 AM (8 days ago)



Reply



To whom it may concern,

I had the pleasure of working closely with Brandon for over two years while I was managing media across the Amazon portfolio at Initiative. During that time, he was consistently one of the most reliable and responsive partners I worked with. Brandon had an exceptional ability to move quickly and solve problems in real time — whether that meant turning around opportunities on short timelines or coordinating complex activations across multiple teams.

As our partnership developed, we built a strong level of trust and shorthand that made collaboration incredibly efficient. We were often able to coordinate large custom activations involving several internal and external teams through a single call because Brandon understood the business so well and anticipated what would be needed to move projects forward. He was also extremely thoughtful about how opportunities were presented, taking the time to walk through strategy and context so I could confidently bring ideas back to my internal stakeholders.

Beyond his professionalism and expertise, Brandon stands out as someone who genuinely invests in relationships. Even after our teams stopped working on the same business, he continued to check in and offer support as I transitioned roles. He is not only a strong media partner but someone who builds lasting relationships grounded in trust, collaboration, and respect. Any team would be lucky to have him.

Best,

Trisha

—

Trisha Chandra

Uber | Media, US&C

New York, NY | trisha.chandra@uber.com

Ken Lim: Senior Associate, Digital | Omnicom | AMZ Prime Video



Ken Lim (Omnicom) <ken.lim@omc.com>

to me ▾

Wed, Mar 4, 6:45 PM (13 days ago)



Reply



Hi,

It truly has been an honor to work with Brandon. He's collaborative, knowledgeable, & always thinks ahead. We've executed countless campaigns together, and his recommendations yield great results.

Best,

Ken

Ken Lim

Senior Associate, Digital

OMNICOM MEDIA

220 E 42nd St, New York, NY 10017

omnicommedia.com

