



## Letter of Recommendation for Mark S. Allen

10 March 2021

To Whom It May Concern:

Please accept this letter as my unqualified highest positive recommendation for Mark S. Allen for the position of Videographer / Video Production Coordinator at BYU.

I have first hand experience working with Mark on some of the most important and impactful video projects throughout my 40-year career as a technology executive. Mark's video productions helped us raise more than \$100 million in venture capital and private equity funding at Ancestry.com and Folio Corporation with support from some of the most important investors of the time.

In addition to Mark's extraordinary competence in videography, video editing and production software tools and systems, he possesses a unique sense of what is required to support and enhance a unique and valued brand like that of BYU's.

Mark is the most creative, innovative, and hardest working person I have ever known. On a very important project with a very tight deadline for a conference being attended by thousands of people, Mark put in back-to-back weeks of more than 100 hours per week to complete the work on time. He is relentless in his pursuit of excellence and is willing to invest whatever time and effort is required to deliver on it.

Mark has a grand vision for uplifting humanity and helping those in need and has done many projects in the pursuit of this vision. His work brings out the very best in people and makes them want to do more to help others. Throughout his career, he has focused his energy on projects that promote a positive image of the world and opportunities for doing good. I have watched his videos bring audiences to tears as the positive messages he shares tugs at their heart strings.

While I was at Folio Corporation, Mark produced a powerful show for us, the "Information democracy," with James Earl Jones as the narrator and Kurt Bestor's live debut performance of "Prayer of the children" with the Utah Symphony Orchestra in Abravanel Hall – to an audience of thousand, many of whom reported they were more emotionally moved than they had ever been at a technical conference.

While I was leading Ancestry.com, Mark produced moving stories of family history and genealogy that helped us raise capital to build a platform and company that has reached millions of people throughout the world and inspired them to do their family history.

While I have been serving as the Chairman and CEO of Agilix, Mark has produced inspiring, interactive training and coaching programs for us that have been shown throughout the U.S. and in China and India. He produced video programs in Brazil under some of the most difficult and challenging circumstances possible – with aplomb and great diplomatic skill.

Mark captured a great interview with former President Jimmy Carter (after powdering his nose and fixing his hair) and afterwards presented him with hand-tied flies and an MP3 player loaded with the Gospel Library (because Mark’s research indicated President Carter would value these gifts).

Mark persuaded Nobel Prize Winner Muhammed Yunus to provide an interview on the grass outside the BYU Motion Picture Studio.

Without a staff or a crew, Mark secured interviews with billionaire philanthropists John Huntsman and Jim Sorenson, and a testimonial from Elder David B. Haight. He is willing and able to take on extremely difficult projects that intimidate most people – and get them done.

He has operated in extremely harsh environments of -20 degrees below zero in Alaska and Yellowstone in the winter, and +100 degrees in Moab and Brazil. Mark is fearless and willing to go anywhere and invest whatever effort is required to “get the shot.”

I have personally watched Mark scout, select and secure difficult locations that others have been unable to do before or since. He has the skills and the willingness to capture drone footage and the ability to create moving stories that inspire people to be better.

Mark is the only person I know who has ever taken apart and repaired a broadcast quality video camera in the Grand Canyon after it fell in the river – with a pocket knife.

Mark possesses the vision, tenacity, persistence, resourcefulness and presence of mind to take on incredibly complex and difficult challenges and deliver against tight deadlines

There is no one in the world with whom I would rather work than Mark. If my life depended on it, there is no one I would trust more than Mark.

You would be fortunate to have him on your team. I can’t imagine anyone who would be more dedicated, work harder, and sacrifice more than Mark to help you protect and preserve the BYU brand. I highly recommend Mark for your open position.

Sincerely,





Curt D. Allen  
Chairman and CEO  
Agilix Labs, Inc.  
curt.allen@agilix.com  
Mobile: 801.376.5251