

Subject: Reference for Sydney Johnstone

To whom it may concern,

I'm pleased to provide a reference for Sydney Johnstone, who served as a **Strategy & Operations** leader at TruckSmarter. As CEO, I had the opportunity to observe their contributions across our financial services and software-related products, and I can confidently recommend them for any role in customer success, account management, or customer-facing operations.

During their time at TruckSmarter, Sydney consistently demonstrated:

1. Outstanding Customer Advocacy

They built strong rapport with our customers by listening closely, communicating clearly, and resolving issues with empathy and urgency. Sydney has been instrumental in meeting our customers where they are and has worked long hours through various periods of peak demand and understaffed teams without missing a beat. Sydney has been key in driving major product changes by being the connective tissue between operations and engineering.

2. Strong Operational Execution

Whether managing inbound support, handling escalations, or coordinating with internal teams, Sydney operated with professionalism and reliability. They maintained high-quality standards while navigating a fast-paced environment and frequently changing priorities. Sydney also worked on the implementation of Intercom, an AI-first support agent platform to better scale our operations.

3. Problem-Solving & Initiative

Sydney showed a strong bias for action and consistently identified ways to streamline workflows, improve documentation, and reduce customer friction. Their suggestions and initiatives improved both customer outcomes and internal efficiency.

Even as TruckSmarter transitioned from the need for a Chicago base—resulting in the difficult elimination of several roles—the quality of Sydney's work, character, and impact remained outstanding. Their departure reflects organizational changes, *not* their performance.

I strongly recommend Sydney for any customer success, account management, strategy & operations or service-oriented role. They would be an excellent addition to any team.

If helpful, I'm glad to speak directly about their experience and capabilities.

Sincerely,



Dan Kao
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