

July 23, 2026

**To Whom It May Concern:**

I am pleased to recommend Marcus Wiesner to any organization seeking a marketing leader who combines strategic judgment, exceptional responsiveness, and practical expertise in artificial intelligence. Marcus served as Marketing Manager and Head of Marketing at Pisteyo for approximately four months, and in that short period he made a substantial and measurable impact.

Marcus is one of the most responsive and effective communicators I have worked with. He brings clarity to fast-moving projects, follows through reliably, and is equally comfortable translating strategy for leadership and turning it into hands-on execution. His marketing knowledge is deep and current, especially in technical SEO, demand generation, content strategy, analytics, and the design of AI-enabled workflows.

The results during his tenure speak for themselves. Compared with the preceding 12-month baseline, Pisteyo's monthly website averages increased by 119% for active users, 76% for sessions, 73% for engaged sessions, and 40% for organic search sessions. After Marcus introduced a new LinkedIn strategy, weekly clicks roughly doubled and the engagement rate rose from 4.25% to 5.98%. These gains came alongside a complete technical SEO overhaul, stronger measurement across the funnel, clearer brand positioning, new product landing pages, and a more organized set of go-to-market materials.

Marcus also expanded what our team could accomplish by building AI-supported systems rather than relying only on one-off campaigns. His work included an AI-assisted website and SEO page-building workflow, a personalized outbound system that could research companies and create tailored outreach assets, and automated reporting that reduced recurring manual work. He understands how to move AI from an interesting idea into a reliable operating advantage, while keeping business outcomes and the customer experience at the center.

Although Pisteyo ultimately decided to take its internal marketing organization in a different direction, that decision does not diminish the value Marcus created here. We have retained him as a consultant for client work specifically because of his expertise in AI workflows, and I would highly recommend him to any company looking to strengthen its marketing, modernize its execution, and achieve measurable results.

I recommend Marcus with confidence and would be glad to work with him again.

Sincerely,



**Shawn Mills**

Chief Executive Officer  
Pisteyo