

Zack Poelwijk

Strategic Account Director (formerly Director of Client Success, ABILITY)

503-997-8635 • Portland, Oregon

zpoelwijk@yahoo.com

2/6/2026

To Whom It May Concern,

I am writing to recommend Shaylor Murray for any senior operational leadership role. I had the opportunity to work with Shaylor across two organizations, first at Limelight Department and later at ABILITY, Inc., where I served under his leadership as Director of Client Success. In both environments, Shaylor demonstrated a rare combination of market-facing leadership, disciplined execution, and the ability to unite a team around a clear, shared vision.

At ABILITY, Shaylor's go-to-market strategy was decisive and exceptionally well structured. He understood how to position a high trust, high stakes service offering in a way that resonated with both enterprise and public sector stakeholders. He consistently connected the value proposition to real outcomes such as risk reduction, compliance confidence, operational continuity, and measurable accessibility improvements, while maintaining clear differentiation in a competitive space. That strategic clarity made execution easier across sales, client success, and delivery because everyone knew exactly what success looked like.

Just as important, Shaylor is one of the strongest client acquisition and revenue leaders I have worked with. His sales approach is consultative, disciplined, and grounded in deep knowledge of the buyer's context. He built and maintained a pipeline that stayed full of high quality leads and long term customers, and he did it without relying on hype or shortcuts. He earned trust through expertise, responsiveness, and follow through. Under Shaylor's leadership, ABILITY won and served notable organizations including Walmart, Bank of America, the State of Colorado, the State of New Mexico, the Canadian Federal Government, Daimler Chrysler, and many others. Those relationships did not happen by accident. Shaylor knew how to open doors, navigate complex decision groups, and move opportunities forward while protecting the customer experience.

From an operational leadership standpoint, Shaylor's strength is that he can drive growth and raise the internal standard at the same time. He set expectations clearly, aligned teams around measurable outcomes, and created a respectful culture where people felt motivated and accountable. Even in high pressure situations, his leadership style remained steady and professional. He was direct when needed, but always constructive. The result was a team that moved together under one vision, communicated well across functions, and stayed focused on execution.

If you are looking for a leader who can grow market share, build durable client relationships, and lead a team to consistent performance, Shaylor is that person. He brings the strategic mindset

and sales fluency to drive results, along with the leadership maturity to retain talent and strengthen culture while doing it.

I would be happy to provide additional context. Please feel free to contact me at 503-997-8635 or zpoelwijk@yahoo.com.

Zachary Poelwijk

Sincerely,
Zack Poelwijk
Strategic Account Director
AudioEye