



110 SOUTH HARTFORD AVENUE
TULSA, OKLAHOMA 74120
BATTLEBRIDGE.COM

TRAVIS PHIPPS · FOUNDER AND CHIEF EXECUTIVE OFFICER

August 2, 2026

To Whom It May Concern,

I am writing to recommend Jason "JRay" Hartley without reservation. Jason worked for me for six years, from March 2, 2020 through March 2026, and in that time he went from a WordPress developer to the person every technical system in my company depended on. If I am ever in a position to hire him back, I will. That is the shortest version of this letter, and everything below is the evidence for it.

Jason came to us in March 2020 when I acquired an SEO agency. He was one of five people who came over with that company, and he was hired as a developer. He left as our Vice President of Technology, responsible for every piece of technology the business ran on. When BattleBridge was acquired by Logiq Inc. in 2022, the public company whose marketing business later became Collective Audience, he carried the same role for the parent company. When we bought the company back in 2024, he stayed. He was with me through two ownership changes without ever looking for the exit.

He was not only a builder. From early on he ran our technical team, with as many as five people reporting directly to him across the United States, Philippines, and Vietnam. He assigned the work, set the standards, reviewed what came back, and was accountable for all of it. He did that while carrying a full build load himself, which is a harder job than either one alone.

The clearest example of what he is capable of came in that first year. We had roughly sixty employees at the time, including a large offshore team in the Philippines. After I bought the company I moved our offshore work to a team I had a relationship with in Vietnam. That is not a simple staffing change. It touches every account, every tool, every handoff, every workflow, and every question of who is responsible for what, across departments that had nothing to do with engineering. Jason ran the technical side of that migration. He rebuilt the communication paths, remapped the workflows, transferred systems and access cleanly, and got people who had never worked together producing on the same processes. Nobody assigned him ownership of other departments' operations. He took it because it needed an owner and he was the person who could see the whole board.

I have been hiring developers since 1999. In almost thirty years, the most consistent thing I have run into is that when you ask a developer whether something can be done, you get a list of reasons it cannot. Jason is one of the very few I have ever worked with who answers the opposite way. I would tell him what the business needed, usually with far less specification than an engineer would normally demand, and he would go figure out how to make it real. He designed it, he built it, he debugged it, and he came back with a working thing. That quality is rarer than any technology on a resume, and it is the reason he ended up owning so much.

At our peak we had more than 120 active clients. Jason owned the technology behind all of them. He ran the WordPress portfolio for the entire client base, including our largest account, a senior living operator with more than fifty communities whose sites, forms, tracking, and marketing automation he managed for four straight years. He owned our Cloudflare account and DNS across roughly thirty-eight domains, all of Google Workspace, our hosting,

SSL and certificates, the password vault and shared two-factor infrastructure, database administration and credential rotation, and email deliverability down to SPF, DKIM, DMARC, and inbox placement. Most developers refuse to become the IT and security function. He accepted that hat because it needed wearing, and he never once complained about it.

He also built products. He built Ultimate Senior Resource from nothing, front end, back end, and the admin panel behind it, into a national senior living directory with thousands of listings, paid checkout, and an internal CMS that non-technical staff could actually use. He built the data pipelines that fed it and the sync into our CRM. Because we were a digital marketing company, he was fluent in the whole Google stack and in SEO, and he validated his own work against it rather than waiting for a specialist.

He watched our money like an owner. He found we were being billed per image transformation instead of per bandwidth and re-engineered our image delivery to end it. After a single month of maps API overage he redesigned the integration so a paid call only fired when a user actually asked for a map. Nobody asked him to do either one.

He also did work well outside his job description, including design and interface work on our own properties, because it needed doing and he could do it. He brought version control discipline to a team that did not have any, kept an independent backup of our primary codebase on his own initiative, and was an early and serious adopter of AI-assisted development, well before most engineers had touched it.

On character: he was loyal, he was available, and he was honest. He worked late and hit deadlines that were not always fair to ask for. I am not an easy person to work for. I ask a lot, I ask fast, and I ask often. Jason stepped up every single time, for six years. He is the person you want holding the keys to everything, because he did hold the keys to everything.

His departure had nothing to do with his performance. In March 2026 BattleBridge lost its largest client and we could not carry the team. We let go of essentially the entire staff, Jason included. In the week after I laid him off, while he was dealing with a personal loss and starting his own job search, he spent his time walking me through the systems he had built so that I would not be stranded. That is who he is.

My advice to anyone reading this is simple. Hire him. You will not go wrong. And if you do not, I intend to bring him back the moment I can.

I am genuinely happy to answer any question about Jason, his role, or his work. The best way to reach me is to email me and we will put a call on the calendar; my cell is below as well.

Sincerely,

Travis Phipps

Founder and Chief Executive Officer

BattleBridge

travis@battlebridge.com

918-809-2238