

From the desk of Sean Frank, CEO, Ridge

October 16, 2025

To whom it may concern,

I am pleased to recommend Bernard. He is that rare operator who bridges creative, product, and marketing without friction. At Ridge, he built and ran our in-house Everyday Carry (EDC) media arm. He did not just make excellent content; he built the systems and infrastructure to scale it.

As our go-to for all things EDC, Bernard materially improved our products and how we launched them. He pairs taste with rigor. Audience growth, system design, and strategy: he does all three at a very high bar.

- Built Ridge's in-house EDC media function and scaled content operations.
- Improved product quality via tight feedback loops across content, community, and product teams.
- Upgraded launch playbooks with clearer narratives, faster iteration, and stronger performance.

Bottom line: if you need someone who can grow an audience, build durable systems, and set strategy, Bernard is a legend of the craft. I recommend him without reservation.

Sincerely,

Sean Frank
CEO, Ridge