



8x Social, Inc.
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12 October 2026

To whom it may concern,

Alexandra Martinez joined 8x as a Product Manager in July 2026 and worked with me through October, and I am glad to put in writing what she brought to the team.

She owned two early-stage AI products end to end: Mate, an assistant that works inside a company's Slack or Microsoft Teams, and Sonar, a social media trend tracking platform for brands. On both she wrote the product concept, set the weekly priorities, ran the customer conversations and turned what she heard into the roadmap. In under three months both products went from early concepts to live software with real users.

Alexandra is a genuine problem solver. She does not stop at the number that looks good; she asks what it actually means and whether people are getting value, and she is comfortable saying so when the answer is uncomfortable. When something is not working she breaks it down, proposes a concrete fix, and backs her case with data. She is also very AI native. She uses AI tools as a natural part of how she works, from prototyping interfaces and drafting product concepts to research and customer outreach, which lets her move from an idea to something tangible very quickly.

She takes initiative without being asked. Although she had no prior sales experience, she put herself forward for client calls and sales conversations, ran discovery and onboarding with prospects herself, and brought what she learned straight back to the product. She works very well with engineers too: she writes clear specs, gives specific and actionable feedback, and stays close to the build day to day without getting in the way.

Beyond her own work, Alexandra made the company better to be part of. She helped shape our culture, connected colleagues who were working on related problems, and brought energy and warmth to a remote team. She is looking for product roles, and I think she will do very well in one. I am glad to speak with anyone considering her, directly at jaka@8x.social.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jaka', with a long, sweeping horizontal line extending to the right.

Jaka Bavdek

Co-founder & CEO, 8x Social, Inc.