

To Whom It May Concern,

It is my genuine pleasure to recommend Sergey Kudelin, who worked alongside me as a GTM Engineer at FutureClinic from March through May 2026. Sergey came aboard to design and build the strategies, tooling, pipelines, and analytics behind our go-to-market engine, the systems we relied on to find the right physicians, reach them, and bring them onto our platform. From the very first weeks, he impressed me with a rare combination of creativity, execution quality, speed, and sheer hustle, and he sustained that energy throughout his time with us.

Sergey's standout achievement was an end-to-end, AI-powered video-generation pipeline built for the creator-doctors we onboard. It was a sophisticated, multi-stage system: it researched a physician's existing content, extracted their voice, tone, and personality with real nuance, generated tailored topic ideas and an elegant "question card" step that helped each doctor shape the right script for themselves, and then produced conversion-optimized scripts and thumbnails. I told him at the time, and I'll happily repeat it here, that it was phenomenal work. It was the kind of product I was genuinely excited to use myself, and that is the highest bar I know for whether something has been built well. He didn't stop at a working version, either; he kept raising the bar, re-architecting the script stage to be fully agentic, reworking the thumbnail approach to match what the best in the field actually do, and thoughtfully parallelizing background generation to minimize latency and keep users engaged. That instinct, to make something not just functional, but fast, polished, and delightful, is something I valued enormously.

His range across the broader GTM stack was equally strong. He built a doctor-verification and contact-curation pipeline anchored on authoritative data sources, working through real anti-scraping obstacles with clever, resilient automation to produce a contact list we could trust. He stood up an autonomous outreach agent designed around reusable, compounding workflows, a forward-thinking approach that reflected how he liked to build: leverage today that pays off many times over tomorrow. He brought genuine domain expertise to cold-email deliverability, proactively warming up backup inboxes before we needed them, and he had sound, well-reasoned views on multi-channel outreach across email, Instagram, and LinkedIn, including an early read on LinkedIn as an underrated channel for us.

Beyond the output, Sergey was a pleasure to work with. He communicated openly and often, kept the team in the loop on his progress, and welcomed feedback with humility and a real desire to improve. He genuinely loves what he does, and it shows. He has a sharp editorial eye and high standards for quality, a strong commercial instinct, and a collaborative spirit; teammates regularly looked to his work as a reference point, and I more than once pointed colleagues toward what he had built. He is hardworking, inventive, and deeply invested in doing excellent work.

I recommend Sergey without reservation. Any team building at the intersection of growth, automation, and AI would be fortunate to have him, and I have no doubt he will continue to grow into an outstanding engineer. I'm glad to speak further on his behalf if that would be helpful.

With warm regards,

Usama Syed
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