



55 Washington St. Suite 908  
Brooklyn, NY 11201

07/06/2025

## **UK Home Office Global Talent Visa – Tech Nation Route**

To Whom It May Concern,

I am writing to strongly support Chris Heimbuch's application. I am the Founder and Chief Operating Officer of The FADER, a media company at the intersection of music, culture, and technology, and I have worked with Chris for nearly two decades, since we met in 2005 while he was at Adobe.

I saw his instincts firsthand at a turning point for The FADER. We needed to reach new audiences, and Chris saw an opening. Through Inspire, the design publication he had founded at Adobe, he invited Phil Bicker, our Creative Director, to serve as guest editor for a week, writing about design, photography, music, and where the web was headed. Inspire's audience was exactly the design community we were trying to reach, and the series put The FADER in front of them on our own terms. The collaboration brought new readers to The FADER and opened conversations with designers and photographers who went on to contribute to our work.

That is what Chris does in every setting I have seen him in. He brings the right people together and builds the structure that lets them do their best work. He has done it at some of the most demanding technology companies, including Adobe, Square during its rapid growth, Sonos, Nextdoor through major leadership change, and Roblox. He has also done it outside them through Inneract Project, where he produced Valuing Diversity in Design & Technology. He has remained a trusted adviser to The FADER since, introducing us to design leaders and exceptional talent, and helping us adapt our ways of working after the pandemic faster than many of our peers.

Above all, Chris is one of the most honest, moral, and caring people I have met in a career of more than forty years. He is generous with everyone he meets, and he leaves every organization he works with better than he found it.

I give this endorsement with complete confidence.

Sincerely,

Anthony Holland  
Founder & Chief Operating Officer, The FADER