11/1/2026

To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Riaz Pisani, Founder of Snowstorm Technologies. In my capacity as Group Vice President of Integrated Brand Marketing, Loyalty & Digital at Wyndham Hotels & Resorts, I have worked closely with Riaz and his team, relying on Snowstorm as the foundational white-label platform provider for some of our most critical commercial and loyalty initiatives.

Riaz is a forward-thinking technologist and a highly effective enterprise partner. Under his leadership, Snowstorm has consistently delivered complex, scalable solutions that directly support Wyndham's strategic roadmap. His platform powers our Wyndham Travel Bundles and our paid subscription membership tier, Wyndham Rewards Insider, enabling us to seamlessly integrate third-party travel products and deliver elevated value to our most engaged members.

Most recently, our partnership with Snowstorm culminated in the highly successful launches of our Wyndham Homes & Havens vacation rental platform and our new Guest Itinerary platform. Delivering these capabilities required sophisticated architecture, deep integration with our existing marketing technology stack, and a relentless focus on the user experience. Riaz and his team executed these launches with remarkable agility and precision, proving once again that Snowstorm is not just a vendor, but an integral extension of our digital and commercial operations.

Beyond the technology, Riaz understands the commercial realities of the hospitality industry and consistently architects solutions that drive ROI, operational efficiencies, and brand engagement. He operates with a high degree of integrity and accountability, ensuring his team meets the rigorous demands of a global enterprise.

I highly recommend Riaz Pisani and Snowstorm Technologies to any organization seeking a transformational technology partner in the travel, hospitality, or loyalty sectors. He has been instrumental in advancing Wyndham's digital capabilities, and I am confident he will bring the same level of innovation and dedication to any future endeavor.

Sincerely,

Michael Shiwdin

Michael Shiwdin Group Vice President, Integrated Brand Marketing, Loyalty & Digital
Wyndham Hotels & Resorts