
LETTER OF RECOMMENDATION

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London, United Kingdom

Dear Hiring Manager,

My name is Ross Ward, I am an experienced senior leader and manager with a proven track record in successful delivery of technical and non-technical projects for multi-national corporates, non-profit organizations and startups across the UK, Europe and the US. Through my work I have come to know Enald well, and have built a strong respect for his talent, creativity and work ethic. I first worked with Enald whilst managing the European arm of the World's largest startup accelerator. Having passed an extremely rigorous selection process, he and his team had entered our 4-month intensive acceleration with their business, Mixfit. I was immediately impressed by Enald's talent for producing high quality visual and multimedia content for digital marketing, advertising and mass communications. Leading on the company's media & marketing strategy, he produced a broad range of online, print, video materials as well as exhibiting at a number of major internationally recognized expos, such as CES. Undoubtably, the materials that Enald designed and created were a significant factor in generating the enormous level of traction the company experienced during this time and allowing the business to excel as it did. I later supported another of Enald's companies as a consultant, providing some support on business development and innovation strategy. The company delivered a consumer-focused application-based solution in the high-tech field, with user experience and interface, and the visual effectiveness of web-based content were critical success factors. I was again impressed that, drawing from his wealth of experience, Enald was able to effectively demonstrate an extensive and multi-faceted understanding of the end user needs in the design of desktop and mobile software applications, internet and related communications technologies, and integration of visual content into web content management systems. Having reviewed the vacancy details for the PAO Strategic Content Coordination Assistant role, I cannot recommend Enald strongly enough. His experience, talents and creativity are among the best I have had the pleasure to work with and I am certain that he would be an asset to your team.

Sincerely yours,

Ross Ward
