

April 14, 2020

To whom it may concern,

I am writing this letter to recommend the services of Michael Pettiette. We have benefited from Michael's keen industry knowledge, evidence-based decision-making, and media strategy expertise. Several of the projects we have consulted with him on have unlocked significant value of over \$12 million for our company. His approach is always very disciplined and informed, and that has proven very valuable in achieving our business goals.

Partnership is important, and I believe Michael is truly an extension of my Global Marketing team. I strongly recommend the services of Michael Pettiette, and I personally look forward to working with him again in the future.

Sincerely,

Rod Jahromi

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