

28 February 2025

To whom it may concern,

Letter of reference for Charmé de Kock, employed 15 July 2022 until 28 February 2025, refers.

First Technology National, is one of many companies within the First Technology Group. First Technology is a predominantly IT services orientated organization. The sales team referred to below is predominantly Microsoft and other software vendor focused.

Charmé initially served a few weeks in 2017 at First Technology National as part of her North West University practical experience requirement.

Charmé became an integral part to our success when she joined my software sales team back in 2022. She was the individual responsible for all and any marketing activities required for this Business Unit. This encompassed all types of marketing undertakings – press releases, online social media posts, FT and vendor webinars, physical customer events, internal FT events, internal design and communications or notifications.

I found Charmé highly skilled in her qualification. The IT sector is a fast-paced industry and highly competitive. Once given the brief she would action the required activity with little intervention or hand holding required. She would always check back in order to ensure that management was kept abreast of progress or delays or when escalation was required.

With so many of our competitors marketing in similar ways she was always exploring unique ways to keep our customers attention and attract new customers to First Technology. Her attention to detail at events and willingness to learn about our products in order to be more effective in her role seemed to be effortless for her.

She was exposed to all types and sizes of customers – from government to commercial. I found her ability to adjust to personalities in the situation very mature and never had one occasion where she was reported to me.

Charmé would be an asset to any business regardless of the industry type. She is well versed in all the latest marketing “tools”.

Should you require any additional information, you are welcome to contact me (details below).

Sincerely



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