

Letter Of Recommendation

I am delighted to know that Ms. Shruti Joshi has decided to pursue further studies at an international level and it makes me extremely proud to write this recommendation letter in her support. I first met her during her stint with ABC Company and basis my interactions with her I would say that she is a steadfast professional who possesses the perseverance and a tremendous drive to work relentlessly towards reaching her goals.

She can easily communicate, demonstrate, and share ideas and has an innate flair for developing cordial work relationships with others. Her caring nature further assist her in maintaining these professional relationship, as she is respectful of others' opinions even when they differ from her own and does not mind lending a hand to those going through a rough patch. Although she has the self-drive to excel in her chosen field, it is her willingness to take rewarding yet calculative risks which I think gives her an edge over her peers. Augmenting my observation aptly about her personality is the fact that she has in the past taken decision to go ahead even with a start-up/idea she firmly believed in and backed it well with her honest efforts. So far, she has displayed astounding courage and I feel she is poised to unleash experiences which would serve immensely in the long term as she embarks upon her journey of taking up top roles in future.

I have collaborated with her on multiple projects and in all these projects she was focused on utilizing her creativity to deliver successful campaign and understanding people and their expectations accurately. Consequently, her performance on all these assignments has been widely recognized and rewarded, which is pleasingly surprising, however the otherwise miraculously seeming results that she has achieved has more to do with the detailed discussions she endorses to simplify the initial brief and a methodical approach that she follows. Furthermore, she came across as an excellent team player, proved her leadership potential whenever entrusted with the responsibility to lead and as leader led by setting up example and managed to won the respect and trust of her subordinates.

In my opinion, the coursework aptly matches with her aspirations, will help her in realizing her career goals and would further open novel career avenues in the domain of Marketing. I therefore, endorse her application for admission without any reservation.

Abhinav Iyer
Co- Founder and CEO
ABC Company