

The Grange
London Road
Hook
Hampshire
RG27 9DJ

8th July 2014

To Whom It May Concern

Re: Lena Benjamin – May 2007 to July 2010

Lena was recruited in May 2007 to join my marketing team at Scott Wilson, tasked with developing and implementing a Client Relationship Management (CRM) programme throughout the organisation.

A key player in the CRM team of four, Lena was instrumental in delivering the following:

- Development of a communication package to promote the organisational change from 'utilisation of technical delivery' to 'Client Focus'.
- Design of a training programme to equip staff at all levels with the knowledge and tools required to re-orientate working practices accordingly – including an interactive on-line tool-kit, with associated guidelines and protocols.
- Mentoring staff, including Directors and other senior management team members, in the most effective ways of meeting and exceeding client expectations.
- Devising processes to effectively record and respond to client feedback.
- Delivering regular presentations and training sessions to enhance CRM within the organisation.
- Meeting key clients to build strategic and long-lasting relationships, where required.
- Monthly reporting to Divisional CEO on the progress made against Business Plan targets for CRM implementation.

Through her proactive and energetic approach, Lena quickly forged excellent working relationships within the CRM team, the wider Marketing team and generally across the organisation. She quickly learned what was required to understand the industry within which we worked.

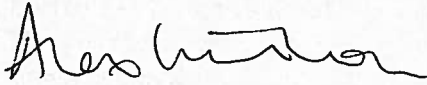
Approachable and highly intelligent, she proved an excellent communicator and coach, seeking out opportunities to add value, above and beyond her remit. Leading by example, Lena rose to the challenges facing her and achieved all that was expected of her with professionalism and impressive business acumen.

Lena is one of the most motivated individuals I have had the pleasure of working with, achieving an MBA in her own time. Somehow, she also found the time to support the company charity.

I would unreservedly recommend Lena for any role that required or would benefit from someone who can demonstrate the attributes mentioned above, in addition to the following: Highly competent, commercially astute, insightful, tenacious, ambitious, friendly and likeable.

I am happy to be contacted by telephone or email, if you require any further information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Alex Wilson', with a stylized, cursive script.

Alex Wilson
Formerly Divisional Head of Marketing, Scott Wilson
Currently Head of Marketing – Roughton International Ltd

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