

23 June, 2010

Letter of Reference – Jack Walden

I've known Jack for more than six years following the engagement of his professional services during my tenure with the Royal Flying Doctor Service of Australia.

Over this time, I have been witness to Jack's entrepreneurial spirit and commitment to business. This has resulted in a continuous contribution to marketing in both Australia and in global markets.

Jack's creativity and innovative energy, passion and determination, along with his ability to establish instant rapport amongst a diverse range of stakeholders – are the qualities which have made him a master communicator.

At the time of meeting Jack, he had undertaken his first business venture – a communications agency. I employed Jack and was impressed by his 'can do' attitude and willingness to do whatever it took to get the job done, within the constraints of time and budget - without jeopardising quality.

I continued to engage Jack's services in my position as Marketing Communications Manager for the Wesley Research Institute. Jack was responsible for the design and production of the Institute's annual report and the development of its corporate website.

I am now currently employed in a senior marketing capacity with Emirates and based in the United Arab Emirates; and I would have no hesitation in engaging and or recommending the services of Jack or his business (the c word communications agency).

A handwritten signature in black ink, appearing to read 'm French-Ritsch', with a long horizontal flourish extending to the right.

Megan French-Ritsch