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22nd October 2015

TO WHOM IT MAY CONCERN

Re: Hamish Chadwick Image Substation

I am proud to say that I have worked with Hamish for over 5 years in various companies and in diverse markets. Hamish always has a refreshing view and has helped me immensely during this period.

His ability to acquire market knowledge and understanding of customer and consumer behaviour and his business “nous”, has enabled him to act directly for me in strategic major rebranding exercises and also in tactical business improvements such as skills training and staff development. The insight he acquires and his future focus has assisted me directly and has helped me to form strategy and direction for me and my team. He is likable and personable and interacts with me and the business with ease and surety. The relationship developed is strong and based on honesty, trust and respect.

Almost as a by-product of this relationship, I find that Hamish readily “gives” on matters outside of his scope of works, That is to say that he acts as a sounding board and mentor (in the true sense of the word) by providing an opportunity for me to vent, test, brainstorm, discuss and gain feedback on all aspects of business life.

The value I gain from this is immeasurable – it goes beyond a \$ figure.

So it is without hesitation that I wholeheartedly recommend Hamish as a business partner. He is NOT just a supplier of services – he becomes part of your corporate DNA and therefore enriches the overall business gene pool.

A handwritten signature in black ink, appearing to read 'Richard Williams'.

Richard Williams
General Manager

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