

Michelle Noordermeer

[LinkedIn](#) | +64 27 430 4361 | michellenoordermeer@hotmail.com

13 November 2024

To Whom It May Concern,

I am writing to highly recommend Dr. Robert Davis for his exceptional expertise and contributions in the field of marketing. I had the privilege of knowing Dr. Davis both as a professor and as a consultant, and his impact has been profound and lasting.

Dr. Davis was my MBA professor for marketing, where he demonstrated not only an extensive knowledge of marketing principles but also an extraordinary ability to convey complex concepts in an engaging and understandable manner. His classes were always dynamic and insightful, providing students with practical skills and knowledge that are directly applicable in the business world. Dr. Davis's dedication to his students and his passion for the subject matter were evident in every lecture and interaction.

In addition to his role as an educator, I had the opportunity to engage Dr. Davis as a consultant during my tenure as co-CEO of CarbonClick, a global enviro-tech start-up. We sought his expertise to help us with our brand work, and his contributions were instrumental in shaping the identity and strategic direction of our brand. Dr. Davis conducted a comprehensive analysis and identified key brand pillars that have become the foundation of our marketing efforts.

Three years after completing his project, the brand pillars identified by Dr. Davis are still in play and continue to guide our marketing strategies. His ability to understand our unique challenges and opportunities, and to translate that understanding into actionable insights, was invaluable. Dr. Davis's strategic thinking and creative approach helped us establish a strong brand presence in a competitive market.

Dr. Davis is not only a brilliant marketer but also a collaborative and dedicated professional. His work ethic, attention to detail, and commitment to excellence set

him apart. He consistently demonstrated a deep understanding of our goals and provided solutions that were both innovative and practical.

I have no doubt that Dr. Davis will be an asset to any organisation or academic institution. His expertise, combined with his passion for marketing and education, makes him an outstanding candidate for any role he pursues. I wholeheartedly recommend Dr. Robert Davis without reservation.

Please feel free to contact me if you need any further information or have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michelle Noordermeer', with a stylized, flowing script.

Michelle Noordermeer

Board Advisor to CarbonClick (ex Co-CEO)