



Reference

28 April 2016

To Whom It May Concern:

Fiona is one of the most accomplished, exceptional, bright, energetic, joyful, inspiring individuals I have worked with.

Fiona collaborates, inspires and creates considered design that shines; grounded in understanding and driven by strategic thinking.

In this reference I attempt to capture some of her more enduring qualities, design skills and leadership capabilities to assist you, the reader, to project where Fiona can have the greatest impact in your organisation. I have made every effort to illustrate the magic that we witnessed everyday in our Studio and I still feel like I have undersold her potential – she is really that good.

To Blueboat, Fiona was officially our Creative Director and Head of Design and Strategy. She had been with us for over five years, initially as Lead Designer, and then as a member of our Executive Leadership Team.

To me, Fiona was my greatest asset. Self assured and confident, Fiona enthusiastically embraced any opportunity to lead from the front. She is a skilled presenter, workshop facilitator, networker and social butterfly! Comfortable leading a board meeting or dining with an International Ambassador, Fiona is intelligent and worldly and can easily converse at any level within an organisation.

In our studio, Fiona led our creative team through careful instruction and thought leadership, using her charm, knowledge and persuasive techniques to communicate the design direction to our clients. Intelligent, observant, thoughtful and aware, Fiona always found innovative ways to continue to energise our team everyday to achieve the greatest design outcomes.

I can honestly go on and on in singing her praises and I would welcome the opportunity to share stories about how Fiona has engaged our clients, inspired our team and revolutionised our business. My key point for your consideration is that Fiona is a game changer to any organisation that is lucky enough to convince her to join their team.

Please do not hesitate to contact me for further information,

Yours sincerely,

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