



To whom this may concern,

9 November 2020

We engaged the services of Scribe Consulting to grow Natural Selection's Explorers brand and expand its market share. Amy's understanding of the tourism industry and her ability to identify and prioritise suitable prospects, create a healthy sales pipeline with a long-term view prompted me to reach out to her for this business development role at Natural Selection.

Amy led this project and embraced this challenge with her usual 'can do' attitude, enthusiasm, and energy. Amy's remit included a considerable work-from-home component. The nature of the program's set up required her to work cohesively with team members in various locations - South Africa, Namibia, Botswana, and the United States of America. Her excellent work ethic and expert communication skills made Amy a well-liked, respected team member in no time. She onboarded new business partners, managed the sign-up process end-to-end, achieved agreed sales targets and outcomes within a schedule, and established, developed, and maintained strong relationships with our partners. She monitored partner performance and iterated processes through coaching, mentoring, and other development initiatives. She empowered her team to take responsibility for their goals, promoting a spirit of excellence.

Amy's experience in prospecting, pitch preparation, and the ability to persuade and influence across all business levels make her a formidable force as a sales manager. Her approachable confidence makes her an expert networker, and quickly builds relationships with partners and key stakeholders. Her negotiation skills are impressive, and her ability to spot opportunities and turn them into lucrative possibilities, excellent.

Over and above her remit as business development manager for Natural Selection Explorers, Amy identified numerous opportunities to benefit Natural Selection's balance sheet and overall growth. She took the initiative to design, communicate, and expressed her willingness to implement them. Her ambition and growth mindset are two of her greatest attributes.

Amy was also responsible for managing our digital marketing asset library. Tasked with curating and coordinating creative assets included booking photo shoots, liaising with camps, and delegating tasks at the appropriate level. Amy managed accountability, ensuring regular feedback through transparent communication with all team members, department and team meetings, and regular one-to-ones. She took the initiative to identify and tackle challenges that may have hindered productive outcomes using the appropriate informal/formal channels, remedying them effectively. She managed her time, administration, and budget well. Her contribution to fiscal strategy conversations delivered satisfactory outputs relating to the setting of rates, attractive sales activations, and marketing strategies.

Sadly, Amy's time with us was cut short due to the Covid-19 global health crisis. During her tenure, she made a lasting impact on our business, sowing seeds of opportunity that, if nurtured, will reap a rich harvest.

Amy is a superb team player who is analytical, tenacious, efficient, highly organised, and self-motivated. Her passion for tourism and her outstanding character are hallmarks of her success. I believe that she is an asset to any team.

Yours sincerely

A handwritten signature in blue ink, appearing to read "David Van Smeerdijk".

David Van Smeerdijk  
Director – Sales and Marketing

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