



Dear Mike --

This is to thank you for the incredible job you did in creating and leading the Roche Communication Skills Workshop. You achieved a major success for us! (Your French is quite impressive, by the way.)

It was great to have you custom-design a communications skills workshop for marketing directors around the world in their quest to recruit physicians for clinical trials of a new drug. You effectively prepared them to teach their teams back home how to customize presentations to each physician's individual style and personality. You earned glowing feedback from everyone, and they'll have greater impact because of you.

I also want to comment on how you collaborated so effectively with multiple teams for this project ... not just with us at MJM and our clients at Roche, but also with our colleagues at Ogilvy CommonHealth Worldwide.

After seeing you in action and the way you smoothly navigated multiple personalities and priorities, I can readily understand why you're so highly regarded in our industry in general, and in the healthcare space in particular.

I hope for the chance to work with you for many more years to come. Thanks again, Mike!

Sincerely,

A handwritten signature in blue ink that reads "Bill Holmes".

Bill Holmes

Vice President

MJM Creative Services