



March, 2019

To Whom It May Concern,

It is my absolute pleasure to provide this letter of recommendation for Yash Gandhi.

I've been the Head of Meat at Woolworths for the last 4 years and with Woolworths for 25 years. Throughout my career, I have worked with many Marketing Directors and CMOs. But Yash is unlike any other I have dealt with. He is absolutely commercial in his approach; he is creative and passionate about growth.

Over the last three years while Yash has been leading the marketing team at Baiada, there has been a noticeable shift in the way our two businesses operate. Supplier relations are key for Woolworths and are critical to mutual growth. Yash together with the GM of Sales have built a solid working relationship and were quick to earn the trust and respect of the Woolworths Poultry team.

Yash's strategic thinking and his customer-led-insights approach to our business challenges is what impressed me most.

Baiada is a Tier 2 supplier to Woolworths, however rather than this being a negative, Yash saw this as an opportunity and they now enjoy a bigger piece of the Woolworths Poultry business than ever before. A growth I can only attribute to the efforts made by Yash and the team he has built around him.

I wish Yash all the best and respect his desire to take on something bigger and better.

I am more than happy to provide further details if required and cannot recommend Yash highly enough. A potential employer will be rewarded with an outstanding young man with a fantastic skill set.

Kind Regards,

Chris Croese
Head of Meat
Woolworths Supermarkets

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