

Sample LOR: MBA Applicant, Marketing Lean

Anita D'Souza, Vice President, Brand and Growth

Kelworth Foods, Bengaluru | a.dsouza@kelworth.example | +91 98XXXXXX06 | 28 September 2026

To the MBA Admissions Committee,

I write as a client to recommend Sneha Reddy for your MBA program. For two and a half years, Sneha led the agency team that ran Kelworth's digital campaigns, and I worked with her directly through planning cycles, launches and two genuine crises. A client-side view shows you how a person performs when the room is not theirs, and Sneha performed.

Her defining engagement was our regional snack launch. Our internal brief targeted metro audiences; Sneha's own consumer research argued the growth sat in tier-two cities, and she made the case with data rather than opinion. We re-weighted the media plan on her recommendation, and the launch beat its first-quarter volume target by roughly a third, with tier-two markets driving the surplus. When a packaging controversy blew up on social media mid-campaign, she had a response framework in front of my leadership within a day and the conversation stabilised within a week.

She manages upward as well as she executes. Budget conversations with her came with options and trade-offs, never surprises. Her one early gap was over-commitment; she learned to protect scope after a stretched quarter, and our deliveries improved for it.

Of the agency leads I have worked with across a fifteen-year career, Sneha sits in the top tier for strategic instinct and steadiness together. I recommend her enthusiastically and can be reached at the details above.

Sincerely,

Anita D'Souza

Vice President, Brand and Growth, Kelworth Foods, Bengaluru

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