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**Head of Procurement**  
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## Letter of recommendation: NaMedia Media Monitoring

Working at the Department of Marketing and Communications at Bank Windhoek, I became acquainted with NaMedia's products and services (2015-2021).

Prior to this, NaMedia had worked for Bank Windhoek for over ten years. Services included media tracking, reporting, reputational risk assessment, and ad-hoc research for quarterly and board reports.

The nature of my business relationship with NaMedia included drafting reputational management targets for ongoing monitoring, measurement and reporting. These reports were aligned with the business communications strategy and discussed at the executive committee meeting and board level.

NaMedia's professionalism, adaptability, and knowledge of various industries and media houses guided our performance evaluation sessions.

We closely used the reports to refine our public communications strategy, benchmark, and communicate above the awareness threshold. The employees were always friendly, energetic and guided each other to best meet our evaluation needs.

It is with great confidence that I recommend NaMedia as a service provider. The company's methodology and data-driven insights are unequalled in Namibia.

Regards,



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