

30 April 2024

To whom it may concern,

The following is provided to support Matthew Farnham's nomination for 'Marketing Leader of the Year'.

Matthew (Matt) personifies the spirit of a visionary marketing leader, setting a certain level of benchmark for excellence within our organisation in such a short amount of time. As the Marketing Manager at MOVE Bank, Matt has displayed unparalleled dedication and proficiency in his role, making him an exemplary candidate for the title of 'Future Marketing Leader of the Year.'

Matt's exceptional leadership skills shine through with his understanding of the importance of community engagement, particularly within key industries, that being Rail for MOVE Bank and Emergency Services within his previous role at QBANK, where I also worked with Matt. His strategic initiatives have not only fostered strong connections within these communities but have also significantly enhanced the Brands presence and resonance within these industries.

One of Matt's most commendable achievements has been his transformative approach to revamping MOVE Bank's brand and image. With his innovative ideas and creative flair along with his ability to work with key partners, he has breathed new life into our brand identity, captivating audiences and leaving a lasting impression within our organisation.

In addition to his creative strengths, Matt has demonstrated commitment to ensuring compliance with industry standards. His attention to detail and adherence to regulatory requirements have enabled the Bank to continue with its solid reputation for integrity and reliability.

A key area that sets Matt apart is his understanding of the relationship between various marketing endeavours and commercial outcomes. By aligning marketing strategies with broader business objectives, he has not only driven growth but has also positioned himself as a trusted voice within the business.

With his blend of leadership, creativity, compliance, and commercial acumen, Matt undoubtedly embodies the qualities of a future marketing leader. I endorse him for the title of 'Future Marketing Leader of the Year,' confident in his ability to continue steering MOVE Bank towards achieving our overall business objectives.

Yours sincerely,



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