



Ogilvy Public Relations Worldwide

March 24, 2010

Dear Members of the Search Committee:

Please accept this letter as my recommendation for Dr. Anna Helm as International Business Professor at George Washington University's Department of International Business. As a former student in Dr. Helm's International Marketing IBUS266 in the MBA Program (Spring 2009), I experienced first hand the skill and enthusiasm she has for her subject and the classroom.

I found Dr. Helm's course to be both intellectually challenging and demanding, two qualities critical in capturing the attention of a seasoned professional pursuing an advanced degree. In addition to weekly classes that included rigorous review of case studies, the text book, and materials such as topic supporting Web casts, the highlight of the course was the in-depth discussion of international business issues, specifically in Marketing, which often included invaluable insights from Dr. Helm's own cross-cultural perspective and experience working and living internationally.

Another course element that occurred both in and out of the classroom, was working in teams with international companies to create a marketing plan for a product launch. My own team worked with a company that wanted to move into Russia with a revolutionary oil drill. The project involved doing thorough research, holding worldwide conference calls, and presenting to the 'client' with a robust marketing plan and presentation. Dr. Helm worked with us closely, providing extensive feedback on the first draft of the marketing plans and presentations. In one exercise we presented the marketing plan while being videotaped. Dr. Helm then critiqued our presentation skills and provided the video for us to watch. Having never seen myself presenting, it was extremely eye-opening and I was able to then sharpen my presentation skills in a way that has served me professionally long-term. Overall this course experience was important in that it taught me several lessons about how to work internationally, provided insights into how to work within the scope of a country's regulations, as well as gave me excellent contacts that I have continued to keep in touch with to this day.

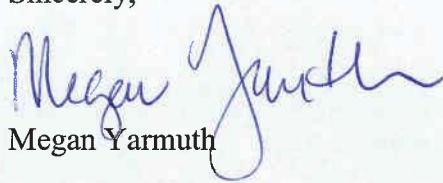
In addition to Dr. Helm's rigorous coursework, she provided something that few professors truly take the time or care to do. She worked tirelessly to be available to us outside of the classroom, provided professional guidance and advice on an individual

basis, and made sure we were aware of networking opportunities that were happening throughout GW and the greater DC metro area.

We were MBA students looking to further our careers in a rough economy and I whole heartedly believe that taking Dr. Helm's course and getting to know her as my professor and mentor helped me conduct an extremely successful job search. Upon my graduation in 2009, I accepted a position within the Social Marketing department of Ogilvy Public Relations. As part of my position I work on award winning campaigns, including The Malaria Taxes and Tariffs Project, funded by the Bill and Melinda Gates Foundation. As part of the project my work includes working directly with leaders of African countries and malaria advocacy groups worldwide, as well as attending next month's World Economic Forum in Dar Es Salaam, Tanzania. Dr. Helm's class was crucial in preparing me to work and present internationally at this capacity.

Dr. Helm truly inspired us to be better students and even more importantly, better professionals. George Washington University would be doing its students a great service by hiring her in this position.

Sincerely,

A handwritten signature in blue ink that reads "Megan Yarmuth". The signature is fluid and cursive, with the first name "Megan" and last name "Yarmuth" clearly legible.

Megan Yarmuth