

To <director of admissions, I will send you the names soon >

My name is Paulo Helene, and I am full Professor at the University of São Paulo, Brazil. Also I was during last three years Education Manager of The Escola Politécnica, with more than 500 professors, 4,500 undergraduate students, and 2,000 graduate students.

I am writing this letter to strongly recommend Katia Secches to your MBA program. As her professor, mentor and partner, I am sure she has a great potential and will add lot of value to your class and research group.

I started working closer to Katia in 1994 when she was a research assistant under my supervision at the University laboratory. I was so impressed with the overall quality of her work and with her commitment that I invited her to become a partner in a new consulting firm that I was starting up with other specialists in Civil Engineering.

Katia's work as a research assistant was in the cutting edge of concrete technology in Brazil; her work in the firm, however, was well beyond that. Her involvement with managerial areas of the company, such as client relation, hiring, and project management, made her a key piece in the business. The start-up nature of our company demanded broad vision and flexible approach from management in the daily tasks, and Katia could deliver both leading big projects at the client site.

In the developmental area, I felt that Katia had a little heuristic approach to the business. It worked fine most of the times, but it could be improved through formal education, and I believe that your MBA program can be the one to play this key role in her professional development. I am sure she will take much advantage of this opportunity, and that she will have much to contribute to the class from her entrepreneurial experience. I have no doubts that she has a great potential as entrepreneur or business person.

For these reasons I gladly recommend Katia to your program.

Please feel free to contact me if you have any questions.

Sincerely,

Eng. Paulo Helene

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