



September 24, 2024

To whom it may concern:

**RE: Letter of reference for Ayanda Kopano Gatsha**

To whom it may concern,

I am pleased to provide a reference for Ayanda, a dedicated and valued independent contractor with Commission Crowd Limited for over 8.5 years. Our professional relationship ended solely due to the automation of many of the tasks that Ayanda had been responsible for and not as a reflection of his capabilities.

Ayanda consistently demonstrated exceptional skills in managing repetitive, process-driven tasks with high accuracy. He thrived in our remote working environment, displaying a remarkable ability to maintain focus and productivity. His role involved detailed searches and analysis of sales opportunities, where he successfully engaged with commission-only sales agents.

He was instrumental in crafting outreach message templates and targeted over 25,000 sales professionals in our database, contributing significantly to outreach efforts. Ayanda's commitment to excellence greatly supported our talent acquisition program.

Ayanda also pursued professional development during his tenure, completing comprehensive courses in programming, accounting/bookkeeping, transcription, and recruitment qualification, which enhanced his technical expertise and adaptability in a fast-paced, evolving work environment.

Ayanda's work ethic, attention to detail, and dedication to continuous improvement make him an asset to any organization seeking a reliable and skilled independent contractor. I highly recommend Ayanda for positions that align with his strengths in non-client-facing, remote, process-driven tasks and data management.

Please feel free to contact me if you require any further information.

Kind regards,

*Laura McGregor*

Laura McGregor  
CEO/CoFounder

[laura@commissioncrowd.com](mailto:laura@commissioncrowd.com) | [www.commissioncrowd.com](http://www.commissioncrowd.com)