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To whom it may concern:

The Pfizer Nutrition business has over the past few years engaged Ted Doraisamy to facilitate several strategy development discussions covering New Products, Key Accounts, Product Launches, and Brand Communication. My own experience of his facilitation work was when he ran Product Portfolio workshops for me in 2012.

The workshop Ted facilitated for me focused on a portfolio review, but considering a number of elements including obtaining focus from a large range of existing products, prioritizing our opportunities, the unique demands of key accounts and new competitive initiatives. As the workshop included most of our senior staff, a large group of experienced cross-functional managers, many of whom hold strong opinions, made the facilitator's role a lively but important one.

I was delighted with the outcomes we achieved from the workshops as they provided us with a clear roadmap for the future. That we got this result was because of the systematic approach Ted took to the project. His commitment to understand the market and the various issues at hand, coupled with the range of facilitation tools he used, ensured all forums were expertly led. His natural facilitative approach encourages inclusion and participation and so effectively handled the array of personalities present.

Ted's workshops are lively, informative and infused with a great deal of enthusiasm. His senior management experience also meant he was able to add value to the discussions with relevant examples. Feedback from the attendees was very positive as a result. Importantly for me, the workshops were well run, geared towards the achieving the outcomes I required and secured buy-in and commitment from the team.

I have no hesitation to recommend Ted Doraisamy should you have similar strategic facilitation requirements.

A handwritten signature in black ink, appearing to read "Stephen Voordouw".

Stephen Voordouw
General Manager – Pfizer Nutrition