

August 28th 2010.

To the admissions committee at Fundacao Getulio Vargas

FGV-EAESP - CACR
Rua Itapeva, 432
01332 - 000 São Paulo SP Brasil

Dear admissions committee members,

I met Mr. Ennes during his stay in Boston in 2009. At the time Mr. Ennes taught a seminar to the Marketing Club at Hult International Business School in our campus in Cambridge.

During the whole course Mr. Ennes was extremely enthusiastic about the topic, engaging students, faculty and staff in an interesting discussion about Marketing differences between the strategies adopted by companies in developing countries and in developed countries. His presentation was not only very informative, but also challenged students preconceived notions about developing markets and encouraged them to be innovative in their thinking.

Having seen him interact with faculty and staff members here, and having known his teaching and professional efforts in Brazil for a few years, I can say that he would be a fantastic candidate for any academic program that prizes innovative, creative and critical thinking.

Shall you have any further questions, please do not hesitate to contact me.

Sincerely,

Diego Mendes

Director of Admissions and Marketing - Latin America