

Dear Sir/Madam,

I have worked with Samuel Sephiri for the last two years at MTN, Sam joined my team (Data & Analytics) from the finance department where he was managing analytics and financial modelling.

I was initially struck with the enthusiasm and passion that Sam possessed, his drive and work ethic came across very clearly from our conversation. At the time he was building an internal Credit Scoring model for MTN employee's that could be used to provide a credit overdraft and enhance customer stickiness. Sam was very clear on the business benefits that would be realized from this initiative, he drove the analytical requirements from the business necessity which is not typical of a Data Scientist. This led him to create a model that was fit-for-purpose, not only did he hypothesize, build and execute the model but he also presented the results and potential 'Use Cases' to senior management generating user excitements and ultimately adoption.

In the Data & Analytics team Sam was given responsibility of implementation of 4 analytical 'Use Cases', he immediately took responsibility of the project, understanding the business benefits, engaging with the vendor and ultimately managing the project. Sam has an inherent inquisitive nature and needs to understand in-depth the project at hand. He diligently went through the business requirements and deep-dived into the model algorithms, methodology and logic all with the intention of internalizing the knowledge and value for MTN.

After the successful implementation of this project Sam was given full responsibility for the MTN Data Academy, he approached this project with the same passion and work ethic that was displayed earlier. He managed every element of the project from vendor management, budget responsibility, content evaluation and creation to internal communication and ultimately training delivery. He took the proactive initiative at each stage and ensured that timelines were met, and training was delivered. This clearly displayed to me his leadership qualities and ability to work under pressure, which are traits that are hard to find.

I highly recommend Sam for leadership positions that will leverage his Data Scientist skill set and business acumen, he is an asset for MTN and could be cultivated into a future leader.

Regards

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