

# Letter of Recommendation

To whom it may concern,

At M.G.N.T, it is both a pleasure and a bittersweet moment to write this letter for Mahmoud Abdelsalam.

Mahmoud has been a core part of our journey from 2021 until 2026.

During this period, he played a pivotal role in helping transform M.G.N.T from an early-stage startup into a company strong enough to successfully complete its merger. While we are sad to see him move on, we are genuinely excited for the new opportunities ahead of him and fully support his next chapter.

During his time with us, Mahmoud operated at a level far beyond a traditional marketing role. He functioned as a fractional marketing director across five B2B and e-commerce clients simultaneously, owning the full marketing scope end-to-end — including strategy, branding, content, paid media, and growth roadmaps.

Mahmoud consistently demonstrated the rare ability to build marketing functions from the ground up. He successfully took multiple clients from zero to market, handling everything from early business planning and brand identity creation to digital execution and measurable pipeline growth. His work enabled early-stage companies to enter competitive markets with credible, professional positioning from day one.

He designed and implemented lead-generation funnels that transformed brand awareness into consistent inbound sales activity across multiple concurrent engagements. Over more than four years, Mahmoud independently managed the complete marketing function across multiple industries, maintaining both strategic clarity and execution quality without a team and without large budgets — a testament to his ownership, discipline, and versatility.

Mahmoud has been instrumental in our growth story. His contribution helped shape our agency's reputation, our client success, and ultimately our ability to scale and reach this successful merger milestone.

We are incredibly grateful for everything he has done and confidently recommend him for any future opportunity he chooses to pursue.

We wish Mahmoud continued success and are certain he will create significant impact wherever he goes next.

**Sincerely,**

**M.G.N.T Cairo Team**