

**MJ Jackson**  
**Company Director**

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**Letter of reference:**  
**People Power Placements (Auguste Coetzer)**

**23 November 2023**

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My first contact with Auguste “Gusti” Coetzer was when she approached me for a position as CEO of PPS insurance, over 20 years ago. At that point, I was Executive Director and COO of the Liberty Group. Her approach impressed me because it was friendly but professional. I agreed to submit my CV and she subsequently contacted me, indicating that the PPS panel of Board members would like to interview me.

The interview was held at her offices, which I realised were specifically designed for this purpose. Candidates were scheduled carefully and waited in different rooms, so that they would never encounter or meet each other. A few days later Gusti contacted me to communicate that PPS would like to make me an offer. The entire process was handled professionally and discreetly.

Given my very positive personal experience, I continued to use Gusti’s services during my tenure at PPS and continue to do so. PPS expanded significantly during my tenure, with many new positions to fill. I do not recall every position Gusti has filled, as some were handled by subsidiary companies, but the ones that stand out are:

- Chief Financial Officer. This person turned out to be one of the best CFOs I have ever worked with.
- CEO PPS Healthcare, who has proved to be an outstanding performer.
- Group Company Secretary, an excellent individual.
- CEO of the PPS Group (my successor). The fact that Gusti was chosen by the Remuneration Committee for this assignment clearly indicates her reputation in PPS.

In my current role as Special Adviser to PPS Gusti has been selected to fill the top positions in a new financial services company to be launched early next year. She has filled the CFO and IT Executive positions, and is currently working on the Head of Distribution role.

Gusti’s extensive knowledge of the Financial Services sector is a major asset and having placed many of the most senior people in that sector positions her well for identifying talent. In addition she has an excellent team of researchers supporting her.

Job specifications cannot capture the culture of an organisation and this is where Gusti’s experience is critical. Hiring the "right" candidate who does not fit into the

culture can be a costly mistake. This is why Gusti has been used repeatedly by many organisations.

Based on over 20 years of successful assignments, I can highly recommend her. Please feel free to contact me at +27(0)83 675 1238 or [mikej.jackson@icloud.com](mailto:mikej.jackson@icloud.com) if you wish to discuss this reference.



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**MJ Jackson**

Previous Executive Director, Liberty Group  
Previous CEO, PPS Financial Services  
Currently Special Adviser, Growth Developments, PPS  
Chairman, PPS Mutual Australia.