

To Whom It May Concern,

I'm Anaïs Baker, the Head of Global Formats at Amazon MGM Studios. It has been my distinct pleasure to work with Darren Hayward on the production of "LOL: Last One Laughing Naija" for Prime Video—a project where Darren's expertise and creative leadership were pivotal in navigating the complexities of producing a six-part unscripted comedy series in Nigeria.

Throughout the project, Darren's leadership was instrumental not only in its execution but also in setting a high standard for project delivery. His commitment, hard work, and keen eye for detail were evident at every stage. Darren consistently demonstrated his dedication to nurturing talent and fostering a culture of continuous improvement and innovation among his teams. His engagement with the Amazon MGM Studios team and his adeptness at navigating the international TV format landscape are indicative of his broad skill set and strategic mindset.

Moreover, Darren's contributions to the broadcasting industry, particularly in Africa, through mentorship, highlight his commitment to enhancing industry standards and promoting sustainable success.

In summary, Darren Hayward is a highly skilled professional whose creative vision, technical acumen, and leadership qualities make him an invaluable asset to any production. I confidently recommend him for future endeavors, assured of his ability to deliver outstanding results.

Best Regards,



Anaïs Baker

Head of Global Formats

Amazon MGM Studios