

Bangkok, April 21<sup>st</sup> 2016.

## REFERENCE LETTER

It is with great pleasure that I am writing this letter of recommendation on behalf of Mr. **Alain S. Janovjak**, born on April 10, 1985 and employed by our company from December 1<sup>st</sup> 2012 until April 29<sup>th</sup> 2016.

Alain started as Key Account manager where he successfully took over some of our main customers from Australia, Switzerland, France and the USA. After six month he moved to the E-commerce department where he took on the role of E-commerce manager for our online jewelry business. It's in this position that Alain's management skills and eagerness to overcome challenges came into play.

He analyzed every process linked to this business; from customer behaviour on the website, customer service, marketing & sales activities, SEO and internal organization. He renewed and enhanced the way our internet business was done until now and gave it a whole new dimension.

With steadily increasing sales, the online department became its own Company Limited with new offices and management team. He designed the new office space and organized the moving which included our 2M\$ worth stock, and this without interruption of the daily order shipments. One of his biggest project was the development of our new website launched in 2014. According to our customer feedback and the sales figures, this turned out to be a huge success too.

Thanks to his language and communication skills he managed an international team of 30 people. Alain is a hardworking, loyal and a devoted employee. His attention to details and passion for ELF925's growth made him a key member of our company. His leadership qualities were clearly demonstrated in every aspect of running the business... And with his creativity and problem solving skills he acted as a source of inspiration for other managers.

After three years as E-commerce Manager his track record shows a sales growth of 120%, which is in line with Alain's overall contribution.

For all these reasons I highly recommend Alain Janovjak for employment. He is an excellent communicator, a strong team player and would make a great asset to any organization, especially those who need someone reliable to build a solid base for their e-commerce business.



Managing Partner

E.L.F. Co. Ltd.