

Nicole Alm  
E-Commerce Director  
Royal Canin US

12 August 2022

Hello Nicole,

I am pleased to write this letter on behalf of Dennis Alexander and provide my recommendation for the open Digital Merchandiser role on your team. Dennis and I have worked together in a variety of capacities at Royal Canin and during that time I have gotten to know him well. Dennis is a passionate associate and I am excited to highlight some of his strong skills and capabilities.

Most recently Dennis has had the opportunity to pilot a new inside sales (Vet Account Consultant) role on the Vet sales team. In this space Dennis stepped up well in an incredibly ambiguous environment to demonstrate how best to approach a very large customer list by prioritizing based on account criteria identified through the use and interpretation of data provided through the Einstein analytic tool in Salesforce.com. Dennis also leveraged digital resources to simplify scheduling and provide customer training in a manner that was efficient and supportive of customer needs. This work has set the criteria for expectations going forward and will be modeled as the new team steps into role.

For several years Dennis served as the DM Salesforce Champion and this is an area where his passion for all things digital as well as his ability to connect and lead across multiple stakeholder groups showed through. Dennis facilitated collaboration between the Customer 360, Vet District Manager and Vet Regional Manager teams to provide continuous improvement in both the Salesforce.com instance and user adoption of the tool. In this space Dennis' creativity and ability to effectively communicate were well demonstrated by his constant drive to educate through digital and engaging resources and his never-ending enthusiasm for the CRM tool.

Dennis clearly displays comfort in an ever-changing environment, a strong desire to use data to gain insights and drive business decisions and an ability to work across a variety of stakeholder groups. In addition, his enthusiasm for the Royal Canin and MARS brands is contagious and he is committed to his personal and professional development and growth. For these reasons, Dennis is a great candidate to fill the Digital Merchandiser role. Do not hesitate to reach out with any questions regarding his experience or qualifications.

Sincerely,

A handwritten signature in black ink, appearing to read 'Megan Hill', with a stylized, cursive script.

Megan Hill, DVM, MS