

August 15, 2022

Dear Sir or Madame:

I am writing to share my support for Dennis Alexander in regards to the digital merchandiser position. I first met Dennis while leading the Vet Pillar, but worked more closely with him as a member of the PRIDE Associate Resource Group. It was within the PRIDE group that I really had the opportunity to assess his character and capability, and based on these experiences I think Dennis would make an excellent addition to any team - particularly one that would allow him to showcase and develop his digital skills.

As a member of PRIDE, Dennis volunteered to help develop an educational session on the proper use of personal pronouns. Not only did he help, but on his own initiative he developed a short video for the presentation, including testimonials from numerous associates. This work was of such quality that I suggested that he explore this as a career path - either directly through a different position or indirectly by volunteering to help other project teams in need of such work. Needless to say, I was quite pleased to learn that Dennis is following through on that recommendation.

Years of experience with the Royal Canin portfolio and culture, will enable Dennis to add value immediately, and ensure that the uniqueness of Royal Canin is maintained in the fast-paced world that is pet ecommerce. Having spent several years working with players like Chewy.com, I can attest for the knowledge and creativity required to satisfy these customers in a way consistent with Royal Canin brand standards.

Beyond his technical skills, and in my opinion much more important, Dennis proved to be a key member of the PRIDE group. At the time, PRIDE was a popular group, with many associates turning out for events and meetings; however, it was often difficult to find volunteers to lead the work to be done. Dennis saw the void and jumped in with both feet. His positive attitude was contagious and the example he set with his proactive contribution was such a great guiding force for a young and forming organization.

Please feel free to reach out to me if you have any questions, or if I can provide any further details in support of Dennis' consideration for the role.

Kind regards,

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