Dear Ms. Alm,

It’s my absolute pleasure to recommend Dennis Alexander for the role of Digital Merchandising. Dennis has worked as a District Manager at Royal Canin for the past six+ years. From his work with us, as well as many pilot programs that he has successfully implemented, I’ve gotten to know him as a highly skilled and passionate associate who takes pride in everything he does.

Dennis successfully led a team of 20 District Mangers who were selected as “Salesforce Champions” while contributing great ideas on how to make our CRM user-friendly for our sales team. Since he took on this volunteer role, we’ve seen our Salesforce usage increase and associates became more engaged in their jobs.

Dennis also took on a challenge of piloting a new role in our company. He was the first one to test the market and measure his work so we can develop these new roles with more data. He is very creative with social media and even created a website for our clients to get better support for our customers. His contributions have been absolutely invaluable, and it seems there’s no challenge too big for Dennis to tackle.

I’m excited for Dennis to have the opportunity to join your team. I’m completely confident his skills and experiences combined with his commitment to everything he does will make him an invaluable associate who will drive our organization forward.

Please feel free to contact me with any questions at 541-497-3092 or [nada.acevedo@royalcanin.com](mailto:nada.acevedo@royalcanin.com)

Sincerely,

Nada Acevedo  
Regional Manager Pacific NW   
Royal Canin