

8/15/2022

To Nicole Alm and Panel:

I would like to share my personal experiences working with Dennis Alexander that I believe are aligned with him being a great candidate for the open role of Digital Merchandiser.

Dennis has supported my team through the implementation and evolution of Salesforce for the Scientific Services team. I have leaned on him numerous times for issues and activations as the Salesforce Champion for the Veterinary Sales team and he is always available and willing to help. His knowledge of the tool is exceptional and was an absolute lifesaver after the departure of Jacky Elkins. The approach he takes for training and providing solutions within Salesforce always focuses on the why behind things and ensures that we are making choices that allow us to leverage insights into action, which will be a valuable competency for this role.

In addition, Dennis continues to impress with his drive for results. He supported me on a particular project to clean up some data around practice type and it was not easy to say the least. He worked tirelessly to communicate with the teams to get this updated and did a tremendous amount of work to support the open territories on the project as well. This amazing drive for results made a big impact for my team and allowed for us to be able to use Salesforce effectively to support our focus on specialty hospitals.

I would strongly recommend Dennis for this role and believe he would be a wonderful addition to any team. In addition to the skills I have shared, I also see Dennis as a wonderful example of living our purpose at Royal Canin in everything he does.

Thank you for letting me share this recommendation.

Best,

Laura Pletz, DVM
Scientific Services Manager