



Vienna, 03.01.2019

Letter of Recommendation

To Whom It May Concern:

Clara Knoll, born in Vienna on 15 March 1996, has been working for Leica Camera Austria since the beginning July 2018. She is responsible for all Marketing activities in Austria and Eastern Europe in collaboration with the Leica Academy and Leica Gallery Vienna. Clara oversees our Social Media accounts, organizes and launches not only print, but also digital and online media campaigns. Furthermore, she is constantly building and managing various brand partnerships while also establishing and organizing co-operations with different photographers, bloggers and influencers. Moreover, Clara helps, when our company plans and hosts events as well as organizes team meetings. Besides, she prepares and hands in monthly press reviews to our headquarters in Germany. Considering local public relations, Clara arranges and executes press releases. As our business does not only focus on new optical equipment, but also has a vintage division, Clara is supporting our camera and photo auctions.

Clara is not only capable of several Marketing responsibilities but also able to deal with facts and figures. For example, she plans her own Marketing budget in collaboration with the Controlling department. Besides, she works independently on several different projects, is free to arrange and hold meetings with company representatives, photographers or other relevant stakeholders. On top of that, considering our business sphere, which includes Austria, Hungary, Czech Republic, Slovakia, Slovenia, Croatia, Serbia and Poland; Clara does not only communicate on a national but rather international level with our retail partners, customers, brand ambassadors and international photographers. We have no doubt that Clara is totally capable of working for international companies and in global business sectors. She speaks English fluently and holds conversations with ease. Overall, Clara is a very outgoing and open-minded person, who networks enthusiastically and enjoys meeting new people. Since our team in Austria is rather small, we very much depend on supporting each other and successful team work. Clara always stays up-to-date and is well connected with our team members, ready to brainstorm and work together. All in all, she shows great loyalty and support not only to our team but the entire firm. Additionally, Clara works highly motivated and constantly shows great engagement and organizational talent.



In conclusion, we have no doubt that Clara is the right candidate for any international business and management Master program. We are convinced that she will work with great commitment, diligence, willingness to learn and never losing track of her goals. We feel fortunate to have her at Leica Camera Austria and can only strongly recommend her at Vienna University of Economics and Business.

Please feel free to contact one of us at alexander.sedlak@leica-camera.com or johannes.dietrich@leica-camera.com should you like to discuss Clara's qualifications and experience further. We would be happy to expand on our recommendation.

With best regards

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