



Zeugnis

Frau Monika Detamble, geboren am 25.11.1991, absolvierte vom 01. Februar 2017 bis 31. Mai 2017 ein Praktikum in Teilzeit (60%) am Institut für Marketing an der Universität St. Gallen (HSG). Ihre Tätigkeiten gewährten ihr tiefe Einblicke in die Facetten wissenschaftlicher Aufgaben und Forschung. Zudem wirkte sie an Praxisprojekten mit namhaften Partnerunternehmen mit.

Während ihres Praktikums war Frau Detamble schwerpunktmässig mit folgenden Aufgaben betraut, die sie eigenverantwortlich ausführte:

- **Organisation des Silicon Valley Study Trips mit dem Migros-Genossenschaftsbund im Mai 2017:** Frau Detamble war mitverantwortlich für die Organisation und Durchführung der Studienreise mit 12 Führungskräften der Migros. Zu ihren Aufgaben gehörten unter anderem die Assistenz bei der Akquisition referierender Firmen, Erstellung einer sechstägigen Agenda inkl. Rahmenprogramm, Koordination mit den Teilnehmenden sowie die Vorbereitung sämtlicher Unterlagen. Besucht wurden namhafte Unternehmen des Silicon Valleys wie beispielsweise Facebook, Salesforce, Evernote und Apple.
- **Teilnahme und Mitwirkung am Benchlearning-Programm "Best Practice in Marketing":** Frau Detamble wirkte bei der Organisation der St. Galler Best Practice in Marketing-Tagung im Februar 2017 mit. Ausserdem unterstützte Sie bei der Recherche nach geeigneten Gastrednern für zahlreiche Management-Workshops.
- **Sonstige Tätigkeiten:** Zu den sonstigen Tätigkeiten zählten die Betreuung der Social Media-Kanäle und der Website sowie die Vorbereitung von Präsentationen und die Aufbereitung von Grafiken. Frau Detamble unterstützte die Redaktionsleitung der Marketing Review St. Gallen zudem bei diversen Tätigkeiten wie beispielsweise dem Verfassen, Korrekturlesen und Übersetzen von wissenschaftlichen Texten. Ausserdem unterstützte Frau Detamble bei den Vorbereitungen der Präsentation wissenschaftlicher Forschungsergebnisse.

Frau Detamble erfüllte die ihr übertragenen Aufgaben zu unserer vollen Zufriedenheit. Sie zeigte sich gegenüber allen ihr übertragenen Aufgaben sehr aufgeschlossen und führte diese eigenständig aus.

Ihre schnelle Auffassungsgabe ermöglichte es Frau Detamble, sich schnell die erforderlichen Kenntnisse für die einzelnen Aufgaben anzueignen und konstruktiv im Team mitzuarbeiten.



Aufgrund ihres freundlichen Wesens und ihres stets kollegialen Verhaltens wurde sie von Vorgesetzten und Mitarbeitern sehr geschätzt.

Wir danken Frau Detamble für ihren engagierten Einsatz. Das Institut für Marketing an der Universität St. Gallen wünscht Frau Detamble für ihren weiteren beruflichen wie persönlichen Lebensweg alles Gute und viel Erfolg.

A handwritten signature in blue ink, appearing to read 'Syen Reinecke', written in a cursive style.

Prof. Dr. Syen Reinecke

Letter of recommendation

1/7/2015

Dear Sir, Dear Madam, In my position as the leader of the Entrepreneurship Center Vienna at the Institute of Entrepreneurship & Innovation, as well as Monika's employer and project partner of her SBWL Entrepreneurship & Innovation's project course, and due to our continued co-working in various real business projects during the past two years, I have learned a great deal about her and her abilities, and I know she would do well if given the opportunity to continue her education in your program.

Monika's determination to succeed, as well as her intrinsic motivation makes her a truly independent and creative out-of-the-box thinker and entrepreneur. Monika's interests are widely spread as she is a web engineer/developer as well as a graphic designer and dedicated market researcher; close to the customer as well as to the product. Her full potential lies in an international, interdisciplinary, challenging field which combines excellent product and resources knowledge, unrestricted creativity and the courage to disrupt, hands-on-mentality, close teamwork, as well as soft and hard management skills.

Monika initiated and designed the Guerilla Marketing campaign of WU's ECNetwork, with the goal to bring all of Vienna's Universities closer together to work in interdisciplinary teams. Together with her team, she executed the strategic approach of a student challenge which caught high attention and caused notable viral Marketing effect and results across all channels in spite of the limited Marketing budget.

Due to this successful project which made it to the final round of WU's election of the 2013's best business project, Monika was invited to continue working for the E&I institute and took over Marketing as well as Corporate Design and IT/web development projects for real startups as well as for established companies in various industries.

I believe that your master's program provides Monika with the exact tools and skills she needs to pursue her career. Managing the joint projects often was an interesting challenge as well as hard work, because when working with startups, success is not always immediate, goals sometimes too high, deadlines and time often too short. What sets Monika highly apart is her intrinsic motivation and her "Yes, we can do it"-mentality. She likes to set up her own things, shows initiative, risks going into the field to get her hands dirty, instead of asking what should be done, or instead of being afraid of failing.

Due to her knowledge and great aptitude for learning, Monika would be an excellent candidate for your master program. During the years I've known her, Monika has worked to greatly improve her own abilities and organizational management skills, and I have no doubts that her abilities and determination will continue to grow.

Sincerely,



Dr. Thomas Funke

Letter of Recommendation

To Whom It May Concern:

We are pleased to write this recommendation for Ms. Monika Detamble. During the summer term 2015, Ms. Detamble participated in a technology transfer project at the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. The project partner was CERN, the European Organization for Nuclear Research.

The objective of this project was to find and evaluate new application fields for one of CERN's internally developed state-of-the-art technologies in order to demonstrate the value of CERN inventions for industry and society. The method applied was "Technological Competence Leveraging", a systematic approach to pro-actively create, evaluate and exploit business opportunities for new or existing technologies. The method has been developed at the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business and has been applied successfully in more than 50 of these projects.

As part of a project student team, Ms. Detamble's main tasks included:

- Analysis of the technology with regard to its problem solving capabilities
- Systematic search for alternative application fields using creativity techniques, social search techniques and expert interviews
- Analysis of the commercial potential of identified application fields
- Development of an actionable commercialization strategy for the most promising application fields
- Presentation of results in front of the project partner

During the project, Ms. Detamble exhibited great organizational as well as communicational skills. She showed great dedication, a high level of flexibility, and very good analytical skills. Ms. Detamble was always highly motivated, eager to learn, and very fast in understanding complex problems. She completed the assigned tasks independently and with a high degree of professionalism and enthusiasm. On top of that, the project work required a high level of commitment, responsibility, time management and team working skills. Ms. Detamble's engagement in this project was far beyond the average of regular university courses.

We thank Ms. Detamble for her valuable contributions and wish her the very best for her future endeavors.



Prof. Dr. Peter Keinz

Institute for Entrepreneurship & Innovation

WU Vienna



Dr. Heinz Pernegger

ATLAS Pixel Project Leader

CERN Physics Department



Letter of recommendation

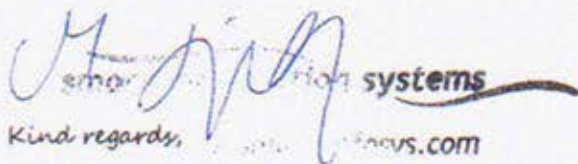
Dear Sir or Madam,

In my position as CEO of Smart Information Systems, a Vienna-based global market leader in the field of guided selling solutions, I highly recommend Monika Detamble as an excellent candidate for the University St. Gallen International Management Master CEMS program. From April until October 2014, Monika worked as Sales Intern for our Silicon Valley office in California, US, for six months. During this time, she worked with me on our North American accounts and we worked together closely in an innovative and also challenging working environment. Monika is a self-confident person, has an excellent command of English and enjoys close contact with customers.

Monika has a highly entrepreneurial spirit, an engaged hands-on mentality, is very internationally oriented, has widespread interest ranging from Marketing & Sales to software development and uses her skills in interdisciplinary projects. Furthermore, she has a positive attitude, is extremely clever and manages her tasks with independent, solution-oriented working methods. She has a very dynamic personality and identifies herself a lot with her given tasks, works hard to reach her goals and shows a lot of initiative, as well as creativity.

During the internship, Monika's tasks included amongst others: Market research and acquisition of international customers, working on the entire sales process (customer research, cold calls, web presentations, creating sales presentations, etc.), introduction of her own ideas concerning the implementation of our international customers' requirements for specific customer projects, supporting our sales staff in communication and presentation tasks, holding sales presentations, attending business conferences & meetings, etc.

Monika is a truly hard-working and very motivated person, and I have no doubts that she will put all of her motivation into your Master program. Due to her performance, Monika now starts as Business Development Manager at our Smart Information System Viennese offices. I highly recommend Monika for your Master Study program as she will exceed your expectations. Do not hesitate to contact me in case of further questions.


Kind regards,
markus.linder@smartassistant.com

MARKUS LINDER CEO of Smart Information Systems

e-mail: m.linder@smartassistant.com
office: +1-888-414-8764
mobile: +43-664-243-0996

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Firmenbuchgericht: Wien

Bank: Name der Bank
IBAN: AT000011112222333344
BIC/SWIFT: AAA888DDDEE

Cergy, 17 mai 2013

Référence :CK/JK

LETTRE D'ACCEPTATION

Je soussigné, Christian KOENIG, Directeur de BBA, ESSEC Business School, certifie que

DETAMBLE Monika

de **Vienna University of Economics and Business** est inscrit(e) dans notre établissement en 3^e Année comme « étudiant(e) en échange » à plein temps pour le premier semestre de l'année académique 2013-2014.

Le premier semestre commence le 03/09/2013 et se termine le 20/12/2013.

Pour faire valoir ce que de droit.
Christian KOENIG
Directeur



CERTIFICAT D'ASSIDUITE RAPPORT PEDAGOGIQUE

Nom de l'étudiant : **DETAMBLE Monika**

Dates des cours : **Du lundi 2 juillet 2012** **Au vendredi 24 août 2012**

Nombre de leçons par semaine : **20 Leçons hebdo**

Nombre total d'heures : **120**

APPRECIATION PEDAGOGIQUE

1 Assiduité :

- 80%-100%
 60%-80%
 40%-60%
 inférieur à 40

2. Appréciation du (des) professeur(s) :

Une connaissance précise des règles de grammaire et une exploitation adéquate lors des exercices d'application.

Niveau en début de session :

Niveau atteint en fin de session :

) CI + La dictée est correcte. Bien.

Fait à Nice, le **22/08/2012**

Bertrand Piot
Directeur



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Établissement privé d'enseignement supérieur



NOTE: This form must be completely filled out in order to be accepted!!

ERASMUS

LETTER OF CONFIRMATION STUDENT MOBILITY STUDY

It is hereby certified that

MsMONIKA DETAMBLE.....

was an ERASMUS student at our institution between the following dates

03. 09. 2013 to 20. 12. 2013
day month year day month year

in the department(s) of

.....BBA ESSEC BUSINESS SCHOOL, Cergy (FRANCE).....

Preparatory language course:

- Erasmus Intensive Language Course (EILC)
- other preparatory language course
- no language course

Please attach a letter of participation in case you attended a course!

To be completed by the host institution:

Jenny KARANFIL (Ms).....
Name of the signatory:

24/01/2014.....
Date:

Study Abroad Advisor
Function:

Stamp and Signature:



Note for ERASMUS-Students

- * The letter of confirmation has to be completed **during the last week (or later)** of the Erasmus-stay abroad and has to be submitted to the "Erasmus Referat" (local Austrian Erasmus office) in **original version**.
- * If the duration does not correspond with the duration originally agreed in the contract between the beneficiary and the National Agency (OeAD-GmbH), the appropriate monthly rates have to be paid back. **Duration:** at least three entire months (e.g. 7 February - 6 May) or a complete trimester, maximum twelve months. For stays abroad between four and twelve months the last month has to consist of at least 16 days.



SMARTASSISTANT

Name	Emilia Trybulova
Telefon	+43 (0)1 890 5318 - 0
E-Mail	office@smart-infosys.com
Datum	02.04.2014

Betreff: Sales Praktikum - Bestätigung

Sehr geehrte Damen und Herren,

hiermit bestätigen wir, dass Frau Monika Detamble vom 07.04.2014 bis 07.10.2014 bei Smart Information Systems Sales Praktikum in den USA absolviert.


smart information systems
www.smart-infosys.com

Emilia Trybulova

Assistentin der Geschäftsführung

In addition to addressing the complex objective of the project itself, students also have to come to terms with the difficulties typically associated with real-world innovation projects: unclear objectives, time pressure, incomplete information, changing contact persons, and the challenges associated with working in a team. Ms. Detamble fulfilled the requirements of our courses in an especially impressive manner. As a result, we have decided to accept her into our Excellence Program.

To conclude, I would like to wish Ms. Detamble all the best in her future endeavors and her entrepreneurial career; I am confident that she will enjoy great success. I would also be pleased to remain in contact in the future, for example in the course of a master's program, as a partner in future projects for our practical courses, or in another role as a committed and creative source of innovative ideas and as a member of our innovation network.



Univ. Prof. Dr. Nikolaus Franke

August 11, 2015

Confirmation of Excellence

As Chair of the Institute for Entrepreneurship and Innovation (E&I) at the Vienna University of Economics and Business and professor of Ms. Monika Detamble, I am very pleased to write this recommendation. This letter is to confirm that Ms. Detamble took on the challenges of the *Entrepreneurship and Innovation* specialization at our university and completed the program in the summer term 2015 with such success that we have accepted her into our Excellence Program. Ms. Detamble's grades and formal transcript alone do not reflect the full scope of her underlying achievement; for this reason, I would like to provide a more detailed picture in this letter.

First of all, competition for admission in the Entrepreneurship and Innovation specialization is extremely high. At the same time, the self-selection effects among students are very strong, in particular because we make it abundantly clear during the entire application process that we demand far above-average commitment from our students.

Each semester, we accept only the best 80 out of several hundred applicants for the program, and the selection process is based on performance. In order to be accepted into our specialization program, candidates must be able to demonstrate an especially high level of achievement in their studies, visible entrepreneurial talent and an entrepreneurial mindset. As a result, the performance capabilities of students in our program are far above the average level at our university. In this context, one should bear in mind that Vienna University of Economics and Business is an EQUIS-accredited institution and generally attracts a large number of highly qualified students.

As mentioned above, our area of specialization is highly demanding. In order to complete the five courses comprising this specialization, students must possess strong analytical abilities, creativity, a high degree of self-sufficiency and responsibility, social skills and leadership qualities as well as an uncompromising desire to succeed. The most intensive parts of the program are the two project courses, which every student in the program is required to complete. In those courses, the students put into practice all of the methods, theories and insights they have gained from their theoretical studies in entrepreneurship and innovation, thereby advancing their skills in this field substantially. The students take responsibility for their own work in small teams and address concrete, real-world problems in cooperation with established partners from the business world, such as Airbus, CERN, IBM, Magna, OMV and Siemens, or with innovative startup companies. The key requirements for success in these projects include an excellent command of the relevant theoretical tools, openness to novel solutions, and an enormous level of commitment to the work. In



GENEVE, SUISSE
GENEVA, SWITZERLAND

ORGANISATION EUROPEENNE POUR LA RECHERCHE NUCLEAIRE EUROPEAN ORGANIZATION FOR NUCLEAR RESEARCH

Laboratoire Européen pour la Physique des Particules
European Laboratory for Particle Physics

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CH-1211 GENEVE 23
Switzerland

Telephone: +41 (75) 411 2923

E-mail : Heinz.pernegger@cern.ch

Letter of Recommendation

We are pleased to write this recommendation for Mrs Monika Detamble. During the winter term 2014/15, Mrs. Detamble participated in a technology transfer project at the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. The project partner was CERN, the European Organization for Nuclear Research.

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During the project, Mrs. Detamble exhibited great organizational as well as communicational skills. He showed great dedication, a high level of flexibility, and very good analytical skills. Mrs. Detamble was always highly motivated, eager to learn, and very fast in understanding complex problems. She completed the assigned tasks independently and with a high degree of professionalism and enthusiasm. On top of that, the project work required a high level of commitment, responsibility, time management and team working skills. Mrs. Detamble's engagement in this project was far beyond the average of regular university courses.

We thank Mrs. Detamble for her valuable contributions and wish her the very best for her future endeavors.

A handwritten signature in blue ink that reads "Heinz Pernegger".

Dr. Heinz Pernegger
ATLAS Experiment
CERN Physics Department



January 2016

Letter of Recommendation

Regarding: Monika Detamble's participation in the course "Research Practice, Venture Project – Design Thinking", of the University of St.Gallen, an extension of Stanford University's course "Global Team-Based Design Innovation with Corporate Partners (Mechanical Engineering 310)"

To Whom It May Concern:

It is a pleasure to write in recognition of Ms. Monika Detamble's participation in the University of St.Gallen's graduate level design thinking course in collaboration with Stanford University. Monika was a design team member for the University of St.Gallen, Switzerland (HSG) between September 2015 and January 2016.

Students work in multidisciplinary teams in collaboration with corporate partners on design innovation projects to gain experience in prototyping, designing products, and working with real budgets. The goal of this course is to develop team leaders prepared for a career in innovation design that is both pragmatic and intellectually informed. The students met for design reviews on a weekly basis. Monika visited Stanford at the beginning of the project.

Monika's design team worked on the challenge to support the success of small businesses & entrepreneurs with a focus on online visibility. Monika was an influential member of the design team who was respected by her teammates for business process know-how, leadership, and contribution to the group's innovation approach. We recognize in particular the demands on our students to adapt quickly to complex socio-technical scenarios. Monika did so extremely well.

We have appreciated the professional and personal association with Monika. We highly recommend Ms. Monika Detamble and have the highest expectations for her success.

Please feel free to contact me if you have any questions,

Prof. Dr. Falk Uebernickel
Assistant Professor of the
Institute of Information Management
University of St.Gallen