



Audencia Nantes
School of Management

December 23rd 2014

To whom it may concern

Dear Sir or Madam,

Hereby I would like to recommend **Mr. Pablo CLEMENTE AGUADO**, who during his course of Marketing Strategy and Tactics, won, with his team, the 2 challenges of this course: the start of the year challenge in Marketing Strategy, and the final challenge in partnership with the Dorel company.

The final Dorel challenge theme was the sharing economy, and the proposal of a new business model for the stroller business based on access versus ownership of strollers. **Pablo CLEMENTA AGUADO** and his team has won this challenge among 18 teams of students from the marketing major at Audencia Nantes School of Management.

First of all, I would like to mention that **Pablo CLEMENTE AGUADO** makes part of the students who overtop from the others and that I will remember. **Pablo CLEMENTE AGUADO** has shown a high capacity develop and launch a new service based on an excellent creative concept and outstanding communication skills. For this project, he has displayed a capacity to work as a team, creative thinking, analytical and problem-solving skills, and an ability to apply new marketing concepts in practical terms. **Pablo CLEMENTE AGUADO** has shown great qualities of team spirit and has always adopted a positive and proactive attitude during his whole semester at Audencia Nantes. It has been a pleasure to have him in class, he has been very involved, volunteer, and proactive to solve problems for his classmates. As a natural leader, he has been nominated class representative of the students.

For these reasons I unreservedly recommend **Pablo CLEMENTE AGUADO** for his outstanding academic qualities, together with his human qualities.

If you need more information, please do not hesitate to contact me.

Yours sincerely,

Professor Céline Del Bucchia, PhD.
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of Management,
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