



Pablo CLEMENTE AGUADO
Audencia Nantes School of Management
Major: Marketing for Product Managers

12th November, 2014

To Whom It May Concern:

A Letter of Commendation

We are writing this letter as a commendation to **Pablo CLEMENTE AGUADO** who during his course; the Marketing of New Products and Services in Semester One 2014/15 participated as a member of a team in joint marketing project of Audencia Nantes School of Management and Orange, Alcatel-Lucent.

The project theme was Big Data-driven Innovation and the project task was to propose an idea and blueprint of a new, user-centred product, service or application based on big data; adding customer value by connecting new ideas and technologies.

Out of 13 project teams, the team of **Pablo CLEMENTE AGUADO** achieved a runner-up position in the new product challenge competition at Audencia Nantes.

During their work on the project all the members (the above student included) displayed a capacity to work as a team, creative thinking, analytical and problem-solving skills and ability to apply new marketing concepts in practical terms.

We commend **Pablo CLEMENTE AGUADO** for his hard work during his course and contribution to the project.

Yours sincerely,

Dominique GUILLOIS
Directeur de Projet Arc Bretagne
Atlantique, Orange

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Directeur de Projet Arc Bretagne
Atlantique, Alcatel-Lucent