



Monday, 3rd of February 2020

To whom it may concern,

I am pleased to have the opportunity to describe the work that **Nicholas Lawson** performed for Docsity as International Marketing & Partnership Manager.

As Nicholas's sole direct manager, I have worked with him closely over the past 16 months. Nicholas has demonstrated exceptional communication and leadership skills, consistently achieving KPIs and financial targets that were assigned to him.

During his time at Docsity, Nicholas displayed great talents in applying digital marketing best practices while planning and executing marketing strategies. His understanding of market trends and instincts for identifying qualified leads allowed him to develop strategic partnerships with desirable Higher Education institutions. By leveraging a combination of technology and insights, Nicholas was able to successfully identify new prospects, adopt modern and tailored solutions for each client and drive results. In his first quarter with the company, for example, he negotiated a partnership agreement with the United Nations International Training Centre, and has since been servicing the account and growing their business. Thanks to his organizational skills and willingness to take initiative, he was able to successfully manage multiple projects at a time with increasing complexity, achieving excellent results despite unforeseen complications and deadline pressures.

On a personal level, he is charismatic and well-spoken, qualities which have all served him well during his tenure with the company. I would highly recommend Nicholas to any future employer and wish him well in all his new endeavors. Please feel free to contact me at andrea.p@docsity.com or (+39) 348 3628375 should you require any further information.

Kind regards,

Andrea Pecetto

A handwritten signature in black ink that reads "Andrea Pecetto".

Commercial Director
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