



Reference Letter

Zürich, 12th of December 2022

Nicholas Lawson, born 03 of December 1989, was employed as Senior B2B Growth Marketer at Smallpdf AG from 14 of December 2020 to 31 of March 2023.

Smallpdf is the most used online PDF software and belongs to the 200 most visited websites worldwide.

The company has been one of the most recognized and awarded startups in Switzerland and is now a scale-up, with the ambition to provide the easiest document management tool for small/medium businesses to be professional. Headquartered in Zürich, Switzerland, Smallpdf currently employs ~130 employees.

Nicholas main duties and responsibilities were as follows:

- Oversee our B2B marketing efforts (from demand generation to its connection to the Sales team)
- Develop our go-to-market strategies
- Own our marketing stack, including the implementation and maintenance of Hubspot as our CRM

Nicholas is a well-organized and skilled professional as well as a valued expert. During his time at Smallpdf, we have found him to be a very dedicated colleague with a high degree of autonomy. He can move really fast from strategy into execution, and works with a high degree of efficiency, motivation and reliability.

Additionally, Nicholas is a great team player, and can work very well in cross-functional settings. He was respected by everyone for his consistently friendly and well-balanced demeanor. He was always helpful, courteous, and where necessary, he put the interests of others before his own.

His personal conduct with superiors, colleagues and clients was always exemplary and respectful. I very much enjoyed having him within our organization and I can honestly say that without Nicholas' skills, we would not be where we are today in relation to the success of our team.



As Nicholas' direct manager, it was truly a pleasure to have him in my organization and his contributions helped pave the future for Smallpdf's efforts. I highly recommend him for any future position.

Unfortunately, Nicholas' departure was due to an organization restructuring in which the company eliminated his position.

We would like to thank Nicholas for his contributions and wish him all the best in his future endeavors.

Roberto Wong

Roberto Wong
VP of Marketing

A stylized, handwritten signature in black ink, consisting of several loops and a long vertical stroke.

Carlota Alcazar
Head of People & Culture

Certificate of Completion

 **Work certificate _ reference letter - Nico Lawson.pdf**

ID: afdbba36-cfa4-4479-be48-bf36bc712745

SIGN REQUEST ISSUED:

Dec 15, 2022

04:06 PM UTC

REQUESTED BY:

Roberto Wong

roberto@smallpdf.com

STATUS:

 **Completed**

on 16 Dec, 2022, 11:14 AM UTC

Audit trail

Generated on Dec 16, 2022

15 Dec, 2022, 04:54 PM UTC

Roberto Wong has invited to sign the document

roberto@smallpdf.com  **Verified**

15 Dec, 2022, 04:54 PM UTC

Roberto Wong has signed the document

roberto@smallpdf.com  **Verified**

31.10.236.10

16 Dec, 2022, 11:14 AM UTC

Carlota Alcazar has signed the document

carlota@smallpdf.com  **Verified**

213.55.242.68

