

Philips Consumer LifeStyle

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To: Whom it may concern

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Copy: C. Beraldin

From:  
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International Retail Management

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In her position as Intern Category Management, Clio was employed as an intern in our office from September 8, 2008 until January 31<sup>st</sup>, 2009. The internship was the final part of Clio's study at the HES, Marketing and Sales.

Clio did an excellent job in the position and was an asset to our organization during her tenure with the office. Clio developed well from an almost-graduated bachelor to a fully skilled In-Store Merchandising specialist. Supporting the In-store Merchandising team and myself, the Director Category Development, Clio did a great job in:

- Making the several business units aware of the Category Management competence within Philips, and showing what is needed from the several business units in orders to do Category Management project for them
- Acting in a pro-active and result-driven way, in order to get the responsible managers to cooperate with Clio on several projects, in particular Philips AVENT
- Inspiring the whole team of In-Store Merchandising specialist, including myself as the Manager In-Store Merchandising, with her high quality planogramming, presentations and use of strong logic to make decisions on space allocation
- Her best practice in-store merchandising for Philips AVENT, our mother and childcare category, has led to a very successful implementation at one of our biggest customer events and was extremely well received by all Western European countries

Clio can be described as a hard working and inspiring person, who is very intelligent, precise and result driven. Clio has strong listening skills and a highly professional work attitude.

Clio has been very supportive with her responsibilities as an intern, and has shown her developments in her knowledge of Category Management and especially the expertise of In-Store Merchandising.

I would like to recommend Clio Beraldin as a candidate for a position within any organisation. She would be an asset to any employer and I recommend her for any endeavor she chooses to pursue. Clio decided to continue her studies for the moment, but without effort would qualify for several openings within Philips or my current or future teams.

Yours sincerely,



Rianne Meijerman  
Director Category Development Management, International Retail Management

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