



Stöckli Swiss Sports AG is the most successful ski manufacturer in Switzerland. Our story began more than 80 years ago, and our passion and our pursuit of perfection can be felt today in every Stöckli Ski. We have a retail network of 15 stores in Switzerland, export our products to 35 countries, and offer a winning brand with our expertise in sales consultation and professional competence that our employees carry forth and live.

Certificate of employment

Mr. Michel Pham, born on October 13, 1986, was engaged in a short-term work relationship at our company as CRM & eCommerce Project Manager / Consultant from May 24, 2019, to July 31, 2020.

Among Mr. Pham's primary responsibilities were:

- Conception and implementation of the new CRM strategy including "Customer Lifetime Status"
- Creation and optimization of new customer journeys in the Salesforce Sales Cloud and Salesforce Marketing Cloud relating to the "Customer Lifetime Status"
- Automatization of Scripts (SQL Queries) for the creation of target groups by means of Data Extension in the Marketing Cloud
- Reworking the current data architecture and improvement of the data flow, as well as optimization of data quality and data insights
- Improvement and expansion of marketing automation and digitalization of manual processes to achieve a significantly increased data quality
- Creation of diverse reports and dashboards in Salesforce, as well as analyses of the customer structure including simulations in Salesforce and Tableau
- Configuration of the Salesforce Sales Cloud for optimization of the UX for users (navigation, customization, process automation, page layouts and dashboards)
- Implementation of a web service for the pre-registration for Stöckli events with the reduction in procedural steps in the development process from 7 to 2.
- Creation of various automated "Custom Data Fields" (algorithms) to increase customer insights
- Building a "Customer Duplication Elimination Process" by means of "Matching Rules" on the User Interface to recognize duplications and to purge or consolidate them
- Creation of diverse internal manuals and guidelines for the Salesforce administration (Salesforce Sales Cloud & Salesforce Marketing)
- Digitalization of Stöckli Bonus (Stöckli's Customer Loyalty Program)
- Management of the Salesforce Marketing Cloud, as well as data linking between Salesforce Sales Cloud and Salesforce Marketing Cloud
- Implementation of A/B Testing in the Marketing Cloud with creation of business guidelines
- Optimization of the NPS (Net Promoter Score) Journey in the Marketing Cloud with implementation of automated SQL scripts for automating of questionnaires and collection of data on a customer account
- Configuration, introduction and workshops with the team for Salesforce Cases Management to be able to manage the customer inquiry process in the system
- Configuration and implementation of automated replies for Microsoft Outlook for collective mailboxes
- Strategy and conception of the system architecture for customer data and, in part, product data for the optimization of data (speed, flow and availability)
- IT support for various business inquiries related to Outlook, Salesforce Sales Cloud, Marketing Cloud, general IT inquiries, Windows, Magento, JIRA, Skype, etc.
- Configuration of different Conversion Funnels in Google Analytics

- SEO strategy in the migration from the website to Magento 2.0 with eCommerce solutions – development of a strategy for a multi-national webshop and Troubleshooting by means of Google Search Console
- Integration of new objects on the Salesforce Sales Cloud such as "Coupons", "Campaigns," and "Cost Center," to increase customer insights and to simplify operations
- Creation of various specifications (Business Analyst) for the implementation and evolution of company digitalization (eCommerce, CRM, Interfaces, ERP)
- Implementation of workflows in the Sales Cloud to start email alerts automatically for the user
- Configuration and integration of PIM (Akeneo) on Magento eCommerce with the support of an outside agency
- Implementation of a new webshop for Stöckli.ch - management of the project on JIRA and Confluence plus QA, testing, and troubleshooting
- Consultation for the technical execution of the webshop and the connection of several interfaces for the system architecture
- Configuration and creation of an algorithm on the Datatrans Payment Gateway to prevent fraud
- Support in the configuration of Google Analytics for the webshop to collect eCommerce data
- Implementation of product categories and Mega Menus for the new webshop

Mr. Pham lends outstanding professional and occupational skills as well as huge professional experience, all of which he implemented at work daily with his independent, targeted manner and with unmistakable joy.

He very quickly familiarized himself with the tasks at hand, was ready and able to make decisions, and impressed with his high level of performance ability and flexibility. Mr. Pham was conscientious, responsible, and highly trustworthy. The quality and quantity of duties carried out by Mr. Pham were outstanding and always made us quite satisfied.

In particular worthy of note was his resilience, his organizational talent, as well as his readiness to take action above and beyond normal work hours for the needs of the company.

We experienced Mr. Pham as a team player, as a pleasant model associate who was well-liked by colleagues and supervisors. He exhibited positive social interactive abilities, and his behavior in interacting with colleagues, supervisors, and business partners was exemplary.

Mr. Pham departs the company after the end of his temporary work assignment. We would like to take this opportunity to thank him for his commitment and his valuable partnership, and we wish him all the best and great success in the future, both personally and professionally.

Stöckli Swiss Sports AG



Christian Gut
CCO - Chief Consumer Officer



Stefan Rieser
CFO - Chief Financial Officer

Malters, July 31, 2020