

BEE.Employment reference

BEE Digital Growth AG is a provider of digital solutions for marketing, sales and growth. With our powerful BEE Transformance model, we help to transform business models. We combine strategy, technology, data intelligence and the potential of employees into a holistic transformation model. For stronger performance and expansive, profitable growth.

Mr. Michel Pham, born on October 13, 1986, was employed by our company as a Technical Project Manager, CRM Consultant and Business Analyst from November 1, 2020 to November 30, 2021.

Mr. Pham was responsible for the following main tasks:

- Conceptual design, management and controlling of CRM implementation projects, web tracking projects as well as the digitalization of marketing and sales processes and reports.
- Analysis of the status quo, as well as the development of a contemporary integrated IT architecture, taking into account the business and technical requirements of our customers.
- Technical support and management of IT architecture issues related to digital transformation in the marketing, sales and customer service environment of SMEs.
- Presentation of project results as well as the technical implementation of configuration and programming tasks.
- Building performance dashboards for customers using Databox to map KPI's.
- Technical project management according to SCRUM: steering and coordination of customers, partners, developers, and experts in various technical projects.

As part of additional duties, he was responsible for:

- Documentation of all internal processes in our internal knowledge base (Confluence)
- Internal process optimization to increase quality and efficiency

Mr. Pham had extensive and in-depth expertise, knowledge of the industry and an exceptionally broad experience in his entire field of activity. He applied his expertise extremely effectively, even in very demanding and complex tasks, and thus far exceeded our expectations. In terms of both quality and quantity, he performed outstandingly at all times and met our high requirements in every aspect. He was very efficient, made adequate use of resources available and thus achieved very good results with a high degree of adherence to deadlines.

Mr. Pham possessed very good analytical skills. He grasped contexts quickly and approached challenges with foresight and a holistic way of thinking. Mr. Pham impressed with his strong motivation to perform. He was extremely committed, worked hard and was willing to go the

extra mile. He addressed the needs of customers in alignment with our company values and established customer relationships. In addition, he critically reviewed processes and workflows and he came up with creative yet achievable ideas for improvements and made a decisive contribution to their implementation.

Mr. Pham communicated clearly and understandably. In presentations and discussions, he represented his point of view in a comprehensible manner. He was a helpful team player who got involved and promoted collaboration and teamwork. Furthermore, he recognized conflicts in a timely manner and reached appropriate solutions.

Mr. Pham was perceived as a cooperative, reliable and helpful employee and was highly appreciated by customers, superiors and colleagues. He was open-minded and had a winning appearance as well as very good manners.

Mr. Pham is leaving our company at his own request effective November 30, 2021. We regret his resignation, thank him for his dedicated work and wish him all the best and much success in his professional and personal way forward.

Manuela Krapf



Director Customer Success

Claudia Dubler



HR