



STRATEGY & DISTRIBUTION
LUXURY LIFESTYLE

Strategy & Distribution Europe GmbH Kaiserswerther Str. 142 40474 Düsseldorf
Germany

Reference Letter

Ms. **Stefania Viola**, born on August 2, 1987 in Düsseldorf, was employed from January 1, 2019 until August 15, 2021 at Strategy & Distribution Europe GmbH (S&D;), headquartered in Düsseldorf with an additional office in Milan, as **Director of Sales**.

S&D; is an internationally operating company in the fashion and lifestyle distribution sector, representing and managing more than 80 exclusive brands in the European market.

Her main responsibilities included leading and motivating an international sales team, comprehensive management and representation of more than 80 international brands, the organization and presentation of the Fashion Messe Supreme, as well as full responsibility for sales and financial targets. She was also significantly involved in the strategic development of the company at both the Düsseldorf and Milan locations.

Ms. Viola consistently demonstrated excellent expertise, outstanding organizational skills, and strong leadership qualities. With her analytical and entrepreneurial mindset, she successfully implemented complex projects and strengthened the company in a highly competitive market environment.

Her conduct towards supervisors, employees, colleagues, clients, and business partners was always exemplary and characterized by professionalism and respect. She always performed her duties to our **complete satisfaction** and consistently exceeded expectations.

Ms. Viola is leaving our company at her own request to take on new professional challenges. We deeply regret her departure and sincerely thank her for her excellent collaboration, loyalty, and outstanding performance. We wish her continued success and all the best for her future, both professionally and personally.

Milan, August 15, 2021



Bruno Zeppa
Management