



LETTER OF RECOMMENDATION

To whom it may concern

Dasing, 19.04.24

I am a long-term business partner of Nicole Roesler.

I became to know her during my consultancy for the company KALDEWEI. Nicole has an amazing ability to build and communicate world class brands. KALDEWEI is a prime example, that this is not only true for brands that already have a global premium image such as OMEGA, MONTBLANC and ESCADA that she successfully managed in her position as marketing director. She was the leading force that turned KALDEWEI from a simple bathtub manufacturer into a global premium brand. KALDEWEI was even acknowledged as Brand of the Century due to her performance.

Her specific strength is to turn around undervalued brands and differentiate them from the „sea of sameness“. She has the ability to identify and attract the right target groups and multipliers, i.e. designers, architects, media and leading design institutions, thereby addressing high-end customer groups. Her broad experience, her outstanding network, and her superb capabilities make her a special match for special marketing challenges.

I can recommend Nicole as a professional, profound and high-performing marketing consultant.

With best regards

Volker Württenberger