

Dear Sir/Madame,

I am writing this reference at the request of Maciej Teslawski. He has asked me to provide this general letter that he may show to any prospective employer who asks him for references.

I have known Maciej for 5 years in my capacity as Brand Manager at Japan Tobacco and as Marketing Manager at Goodyear Dunlop.

We were working together in number of projects in the area of direct marketing including such programs as long-term consumer relationship building promotion for the Camel brand or high fidelity promotion for dealer as far as Goodyear is concerned.

I can confirm that he is a man of great integrity, is extremely dedicated to his work.

At all times I have found Maciej to be open minded when looking for new solutions in both client and his team related matters, capable of empathy to create the most suitable message depending on the target group characteristic.

Above all the best prove of Maciej's expertise are results of programs that his team conducted, which were astonishing in all meanings.

I'm happy to provide further information if required.



Yours faithfully,

Szymon Kukanow  
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