

Madrid, 28th April 2020

As Shopper Marketing Project Manager for Iberia at Coca-Cola I am delighted to recommend María Lopez with whom I have been working closely over the past few months.

María has been a key member of the Shopper Marketing team leading different campaigns to be implemented at the Point of Sale and she has been working as a partner with the Bottler showing leadership within her projects, negotiation skills to align both Marketing and the Bottler point of view and ownership to give a recommendation to reach a final decision.

She is a fast learner and step ahead when working with the entire portfolio by showing attention into the details and requirements of every single brand.

She has had the opportunity to work with different stakeholders, brands and teams and gained in confidence to deal with several challenges over the last 12 months.

She is very proactive and responsible with her tasks and she has been passionate about the brands she has been working on.

We would have liked to keep her in the team, and in fact tried to extend her contract, but our HR policy doesn't allow us to extend external support longer than 12 months.

Without any reservation I would recommend María's way of working and I can say she would be a tremendous asset in any company.

If you need more references, please do not hesitate to contact me.

Sincerely,

