

Reference Letter

Mrs. Julia Reichstein, born on February 25th 1988 in Leipzig, was employed in our company as *Product Manager* and *Head of MWS* in the Managed Websites Services Team from May 5th 2020 until July 31st 2022

The Myhotelshop GmbH is an internationally active technology and SaaS company. Founded in 2012 and now renowned for being the leading online direct revenue acquisition partner for hotels, Myhotelshop GmbH uses its vast expertise, data mining and various technologies with the aim to increase our customer's direct revenue and lower their distribution costs significantly. We are currently employing 61 employees with 13 different nationalities, including our local branch in Barcelona. Our company language is English.

In her role as *Head of MWS*, Mrs. Julia Reichstein covered the following responsibilities:

- Strategic further development of the product
- OKR planning for the company and for MWS department
- coordinate function & feature development with stakeholders
- Backlog prioritization of website & operations roadmap
- Regular coordination with Sales, Marketing and Account Management
- Coach, mentor & motivator of the team and team development
- budget planning
- Define, measure & control of KPIs
- Reporting to the management
- proactive role & impulse generator for new ideas, further developments and process improvements
- Planning and creation of websites for our customers using CMS
- Revision, maintenance and quality assurance of existing hotel websites of our customers
- Analyze customer/user journey of the websites
- Execute user research and run user tests

- Development of new templates and improvement of existing templates
- Development and optimization of website templates regarding UI and UX
- Internal contact person for technical questions regarding website design, usability, conversion centered design

During her career at Myhotelshop GmbH, Mrs. Reichstein continuously proved her comprehensive professional knowledge in the successful realization of her tasks.

Particularly her reliable working methods, thorough planning skills and systematic approach were the substantial factors facilitating her astonishing capability to own new projects at all times, pursue stipulated goals sustainably and with the highest success, as well as achieve qualitative and quantitative results.

Mrs. Reichstein showed excellent leading skills in her constant support of active team work and the extensive development and training of her team members which in turn motivated each team member to independently pursue and take ownership of their tasks. Not only did she shine in her leading role but also in her exchange with her superiors, colleagues and external partners.

Mrs. Reichstein is leaving our company by her request.

We are most grateful to Mrs. Reichstein for the exceptional collaboration and regret losing her as a valuable and highly respected employee. We wish her all the best and the greatest success in her future career and personal life.