
References and recommendations letters

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LinkedIn recommendations

Line Manager:

Antonio de Mollinedo - Global Digital and Technology Lead 21st November 2023

During the multiple years that Samuel was part of my team, he always showed commitment and dedication. With high attention on details, he has vast experience on large Global PIM and DAM solutions and scaled roll-outs.

He has great language skills, stakeholder management and service-oriented mindset, but overall, he was always a great teammate.

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Colleague:

Grant Bayley - Global IT Digital Solutions & Innovation Manager – 28th November 2023

I have worked with Samuel on the global-scale Avolta (formerly Dufry) Digital eCommerce platforms since 2019. During that time, I was continually impressed with his command of the Akeneo PIM platform we use for product enrichment. He also displayed exceptional diligence at ensuring the product assortments and attributes were correct through several generations of our platform. Under his PIM platform leadership, our platform has scaled up to ~200 websites, corresponding to almost 1000 individual stores across 40+ countries in the highly regulated Airport Duty Free/Travel Retail industry. Though his presence will be greatly missed in our team, I can highly recommend him for similar global leadership roles with PIM platforms, product metadata management and related areas of eCommerce.

Colleague:

María Bayón - Global Digital Marketing Content Coordinator at Dufry Group - 27th November 2023

Samuel is an exceptionally diligent and dependable worker. Over the course of more than five years at Dufry Global Digital team, I have had the pleasure of working closely with him. His profound technical and business expertise in PIM/DAM is evident, and he consistently demonstrates a comprehensive understanding of the field. Throughout these years, he has successfully overseen the assortment and product workflow for digital channels in over 50 countries worldwide. Samuel adeptly handles daily requests from various local teams, approaching each task with a problem-solving mindset and collaborating seamlessly with different teams involved. His exceptional work ethic and expertise make him a valuable asset to any team, and any company would be fortunate to have him on board. Samuel is an exceptionally diligent and dependable worker. Over the course of more than five years at Dufry Global Digital team, I have had the pleasure of working closely with him. His profound technical and business expertise in PIM/DAM is evident, and he consistently

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Cross-functional team member:

Guillermo Alvarez Bercedo - Global eCommerce Architect - 22nd November 2023

I am writing to highly recommend Samuel Melo for his outstanding contributions as the Product Information Management (PIM) specialist during our time working together at Dufry. Samuel's dedication and proficiency in managing product information have significantly impacted our organization's efficiency and success. His role as the primary point of contact for all matters related to product information allowed our team to streamline processes, enhance data accuracy, and ultimately improve the overall quality of our product information. He played a key role in the implementation of Akeneo, ensuring a smooth transition and providing valuable insights to enhance the system's functionality.

He worked seamlessly with cross-functional teams, fostering a collaborative environment that facilitated knowledge sharing and problem-solving. His proactive approach to addressing challenges and identifying opportunities for improvement greatly contributed to the overall success of our PIM initiatives. I am writing to highly recommend Samuel Melo for his outstanding contributions as the Product Information Management (PIM) specialist during our time working together at Dufry. Samuel's dedication and proficiency in managing product information have significantly impacted our organization's efficiency and success. His role as the primary point of contact for all matters related to product information allowed our team to streamline processes, enhance data accuracy, and ultimately improve the overall quality of our product information. He played a key role in the implementation of Akeneo, ensuring a smooth transition and providing valuable insights to enhance the system's functionality. He worked seamlessly with cross-functional teams, fostering a collaborative environment that facilitated knowledge sharing and problem-solving. His proactive approach to addressing challenges and identifying opportunities for improvement greatly contributed to the overall success of our PIM initiatives.

Digital Caribbean Cluster team:

Juan Bermudez - Digital Marketing - 21st November 2023

I am delighted to endorse Samuel Melo, a distinguished Global Digital Product Specialist at Avolta (formerly Dufry). Having worked alongside Samuel, I can attest to his exceptional qualities and the positive impact he has had on our organization.

Samuel's digital strategy and transformation expertise have been a driving force behind Avolta's global expansion. His deep understanding of the digital landscape and his commitment to innovation have significantly advanced our company's objectives and positioned us at the forefront of the industry.

What truly sets Samuel apart is his leadership style. His ability to inspire and motivate those around him has fostered a collaborative, forward-thinking work environment. Samuel's visionary approach

to problem-solving and team management has consistently propelled our projects to success, making him an invaluable asset to our organization.

Beyond his professional capabilities, Samuel's interpersonal skills and professional demeanor have made working with him both enjoyable and enriching. His positive influence and dedication have contributed to our projects and played a crucial role in shaping the culture of our team.

In summary, Samuel's blend of technical expertise, leadership skills, and collaborative spirit makes him an extraordinary professional in the digital field. I am confident that he will continue to achieve great things and bring significant value to any team he is part of. I am delighted to endorse Samuel Melo, a distinguished Global Digital Product Specialist at Avolta (formerly Dufry). Having worked alongside Samuel, I can attest to his exceptional qualities and the positive impact he has had on our organization. Samuel's digital strategy and transformation expertise have been a driving force behind Avolta's global expansion. His deep understanding of the digital landscape and his commitment to innovation have significantly advanced our company's objectives and positioned us at the forefront of the industry. What truly sets Samuel apart is his leadership style. His ability to inspire and motivate those around him has fostered a collaborative, forward-thinking work environment. Samuel's visionary approach to problem-solving and team management has consistently propelled our projects to success, making him an invaluable asset to our organization. Beyond his professional capabilities, Samuel's interpersonal skills and professional demeanor have made working with him both enjoyable and enriching. His positive influence and dedication have contributed to our projects and played a crucial role in shaping the culture of our team. In summary, Samuel's blend of technical expertise, leadership skills, and collaborative spirit makes him an extraordinary professional in the digital field. I am confident that he will continue to achieve great things and bring significant value to any team he is part of.

Digital Brazil Country team:

Gabriel Prata - Digital Marketing Coordinator 21st November 2023

A professional of unparalleled competence. He has always been a great in-house partner, available at all times and with a great understanding of technical and marketing subjects. He has always been a great in-house partner, available at all times and with a great understanding of technical and marketing subjects.

Feedback and gratitude received from the different country clusters I worked with

Greece Cluster – Evdoxia Patsouraki, Country Digital Ecommerce Specialist

I just wanted to express my gratitude for your contribution too, especially in catalog management and PIM.

Your dedication, expertise, and the best practices you've introduced have elevated processes and standards.

You were always there to support, train, and help us find a solution.

Central America Cluster - Juan Bermudez, Country Digital Ecommerce Specialist

I also want to acknowledge the significant impact he has made. His hard work and dedication have set a high standard for us all, and his legacy within the company will undoubtedly continue to inspire.

Thank you once again, Samuel, for everything. Your hard work and commitment have been truly appreciated, and you will be greatly missed.

Central America Cluster - Thais Oliveira, Country Digital Manager

I just want to thank you very much for all your patience and commitment in helping us along the way in the past years. You will be missed. A big hug from all of us here in Miami!

North America Cluster – Jason Berman, Country Digital Manager

I also wanted to thank you for all of your contributions. I've enjoyed working with you and we wouldn't be where we are today on R&C without all of your hard work and dedication.

North America Cluster – Alexander Yan, Country Digital Ecommerce Specialist

Thank you for your endless commitment to our teams and dedication to your role.

We appreciate your insight and your patience to help many of us to get set up.

Wishing you all the best. A sincere thank you from the North America Team.

Southern Europe Cluster - Juan Martorell, Country Digital Manager

We would like to take this opportunity to thank you Samuel for the amazing work you have done and how much you have been helping us in the cluster all this time. We really appreciate it.

Hugs from Malta, Italy and Spain team.

Southern Europe Cluster – Giovanna Landi, Country Digital Ecommerce Specialist

Whenever we had a problem, we knew we could count on your support.

Southern Europe Cluster - Gianluca Scudieri, Country IT Applications Coordinator

I wanted, also on behalf of Massimiliano, share with you our sincere gratitude towards you. You helped us a lot and I personally won't forget any of the words and advice you shared along the way. It was a pleasure working with you, a person who has always been present and willing to share his knowledge helping us grow in this key sector of the industry.

Southern Europe Cluster – Antonella Izzo, Country Digital Manager

I would personally thank you for your amazing support you gave us overall the websites, for your availability and your professionalism.

UK Cluster – Justin Daich, Country Digital Head

Just wanted to share a private thank you for all of the support over the past year. It has not gone unnoticed, we would be in very different place without your skills in Akeneo! It was great to finally meet you in London earlier this year.

UK Cluster – Emily Smith, Country Digital Ecommerce Specialist

Thank you so much for all of your support and hard work, you will be missed.

South America Cluster – Fernando Novelli Rodriguez - Country Digital Manager

It was a pleasure to deal with you all this time, and to highlight your complete availability and support when we needed it.

Brazil Cluster - Gabriel Prata, Brazil Digital Marketing Manager

As I have also said personally to Samuel, the work he did with us had a great impact, not only directly but also in explaining to us with great patience the different aspects and stages of the catalog management process.

Once again, thank you Samuel for all the hard work, and godspeed in the new challenges ahead. The best luck from Brazil team!

Middle-East Cluster – Ridada Haj Tass, Country Digital Manager

Huge thanks for all the support you have provided us in the past years

Juan Bermudez

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Central America & Caribbean
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November 15, 2023

To Whom It May Concern,

I am writing to provide my highest recommendation for Samuel Melo, who has served as the Global Digital Product Specialist for Avolta (formerly Dufry). I have worked closely with Samuel on numerous projects during his tenure, and I can confidently attest to his exceptional qualities and contributions.

As the Digital Specialist for Central America and the Caribbean at Avolta, I have had the distinct pleasure of collaborating with Samuel. His role as the Global Digital Product Specialist allowed him to play a pivotal role in our organization's digital transformation and expansion efforts worldwide.

Samuel is a consummate professional whose dedication, leadership skills, and extensive knowledge have been instrumental in completing various projects. His ability to navigate complex digital landscapes, combined with his unwavering commitment to excellence, has considerably advanced the digital transformation and expansion efforts of Avolta on a global scale.

One of Samuel's most remarkable attributes is his ability to lead and inspire those around him. His visionary approach to problem-solving and his capacity to motivate teams have consistently propelled our projects to success. Samuel's influence extends beyond his role, as he fosters an environment of collaboration and innovation that has profoundly impacted our entire organization.

On a personal note, I have been profoundly inspired by Samuel's professional spirit and exceptional people skills. Our collaboration over the past two years has been a source of immense learning and growth for me, professionally and personally. Samuel's influence has left an indelible mark, and I am immensely grateful for our shared experiences.

As Samuel embarks on new opportunities and ventures, I do not doubt that he will continue to excel and make a lasting impact wherever his journey takes him. I wholeheartedly endorse Samuel Melo and wish him the best in all his future endeavors. He is an extraordinary talent and an exceptional individual who will be missed dearly at Avolta.

Please do not hesitate to contact me if you have any questions or want further information regarding Samuel's outstanding contributions.

Sincerely,



Juan Bermudez



Interim Reference Letter

It is hereby certified that

Samuel Melo
Born 23 September 1980, from France

is employed by Dufry International AG, an Avolta company, since 1 February 2018.

Avolta is the world's leading global Travel Experience Player, combining Travel Retail and Food & Beverage businesses to creating innovative and integrated offerings to travellers worldwide. Our 60,000 employees provide compelling offers and attractive services in approximately 5,500 outlets across more than 350 airports, seaports and other touristic locations in more than 75 countries.

Samuel joined our Company as a Global Digital Marketing Content Coordinator. In December 2022 he has taken over the role of Global Digital Product Coordinator where he reports to Global Digital Head and is responsible for the following tasks:

- Utilizing the Akeneo Product Information Management systems (PIM) to collect non-customer facing product information from SAP and deliver customer-facing product information to omni-channel platforms.
- Managing product master data information and conducting end-to-end product enrichment with more than 600 attributes.
- Efficiently managing and updating large volumes of data, while crosschecking data between different excel files.
- Understanding the needs of country clusters and third parties, and effectively leveraging the Akeneo tool to meet their requirements.
- Monitoring the entire workflow, from product creation in Master data to listing, enrichment, overwriting restrictions, product/stock/price feeds to Middleware/OMS, Magento and various ecommerce channels such as Reserve & Collect websites, Emporium, Staff shopping, Sales Tablet, Marketplaces, APP, Red Private Sales, Fragrance and Whisky finder tools, among others.
- Problem-solving identified issues in the automatic workflow and engaging conversation with the appropriate stakeholders to resolve them.
- Delivering products and ensuring their aspects are customer-facing across different platforms like Magento, APP, APIs, etc.
- Providing training and sharing valuable tips, with a genuine interest in sharing overall knowledge
- Organize Akeneo workshops and share them on Confluence, along with tutorials, best practices, and other valuable information
- Directly engaging with 10 country clusters worldwide to:
 - Address their reported issues

- Coordinate their requests with the global digital team alongside the IT team and the different external support teams in India and eastern Europe
- Centralizing documentation scattered across various sources and sharing a master document with those who require it
- Manage requests in Service Now and Jira bug tracking tools
- Played a crucial role in the digital transformation journey
 - Initiated with 15 stores in a limited number of countries
 - Currently overseeing operations assortment for more than 500 stores across 50 countries and 285 airports
 - Facilitated the transition of assortment management from a highly manual process to an automated one, including handling SAP listings and effectively managing brand, category, and product restrictions specific to each store location
 - Assisted in the store migration from Navision and PI Electronique to SAP ERP
 - In addition to responsibilities in managing the Akeneo PIM (Product Information Management), also expanded the role to include responsibilities in Middleware and Magento configuration and troubleshooting.

Samuel is a committed employee with a high sense of duty and a solid work ethic. He is a good problem-solver who identifies appropriate contacts and persists to find answers to deliver improvements. He is willing to research and acquire information needed even outside his immediate area of expertise and Samuel enjoys learning new skills when coached. He accomplishes his duties with a positive attitude, remains calm under pressure and has delivered a good quantity of quality work in his roles.

Samuel is a loyal employee with a friendly, professional and customer-oriented attitude. He is helpful, courteous and appreciated by colleagues for his strong commitment to trying and maintaining absolutely integrity to try and do the job right.

In addition to his native French, Samuel speaks fluently English, Spanish and Portuguese.

This interim reference is provided to Samuel Melo at his own request. We would like to take this opportunity to thank him for his valuable contribution to our organisation. We wish him continued success in his professional and personal endeavours.

Dufry International AG



Anthony Chieruzzi
Global Digital Head



Ewelina Zalega
HQ and Global Functions
Human Resources Manager

Basel, 7 November 2023



Doha, 17 February 2016

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

It is with great pleasure that I am writing this recommendation letter for Mr Samuel Melo. As Photography Expert at the PR & Media Directorate of the Qatar Olympic Committee, I have been working with Mr Melo for two years in building and establishing a robust archiving platform for all the existing and future photographic and video assets, belonging to Qatar Olympic Committee. A project that has been undertaken by Getty Images.

Mr Melo was the Project Manager on behalf of Getty Images and, together with the Qatar Olympic Committee team, he literally built the database structure from scratch, showing a high-level of diligence and always paying great attention to the smallest detail. Sam is a really hard-working person who invariably understands exactly what a project is all about and how to get it done quickly and effectively. His meticulous approach and efficiencies in problem solving were always outstanding even in the standard of the professionals. After having processed with the first assessment of the existing files to be archived, he managed to organise and deal with hundred thousands of assets with confidence and intelligence.

Sam has been impressive with his independent work as well as with his ability to integrate himself into our team, never losing his great sense of humour. He has always been very customer service oriented, and he is very skilled at building rapport with customers. He was at ease and absolutely confident in presenting the project to the Qatar Olympic Committee Secretary General, His Excellency Sheikh Saoud Bin Abdulrahman Al Thani, delivering an outstanding presentation. Additionally, he is extremely well organised and possesses very strong administrative skills. Having closely worked with him I have been impressed by his ability not only to clearly understand customer's needs but also to come up with much better ways to deal with specific – and often challenging – requirements of the project.

In short, I give Mr Samuel Melo my highest recommendation. He is one of the best business partners I have ever worked with and he is a very talented professional and person as a whole. He has a tremendous capacity both for independent work and as member of a larger team and he is able to visualise new concepts and implement them flawlessly. I fully expect him to be as excellent and productive as he was during the design and implementation of our project at the Qatar Olympic Committee. I am absolutely confident that he will be an asset to your company, and I strongly recommend him without any reservation.

Sincerely,



Konstantinos Zagkas
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8th of February 2016

TO WHOM IT MIGHT CONCERN

SAMUEL MELO REFERENCE

I can confirm that I have known Samuel Melo for 8 years, as my direct report. I have found him to be a very hard-working person, highly organised, very responsible, and with a great eye detail and extremely professional.

I highly recommend Samuel for any job in your company and as I know he will do a great job and be a great asset for any business.

If you have any specific questions, please feel free to contact me for more details.

Yours faithfully



Maria Aguilar
Sales Manager
Media Management Services
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Direct: + 44 (0) 2032272210

Colleague's recommendation:

"I have worked alongside Samuel for over 5 years at Getty Images.

Professionally, Samuel is extremely knowledgeable and committed and an expert in his field with great attention to detail. He is a great planner but at the same time he has the ability to respond quickly and aptly to last minute requests. I admire his calm and level-headed approach to business, which makes it easy to build an excellent rapport with him.

On a personal level, Samuel is very easy going and a delight to have around at work."

Azucena Lopez – Senior Account Manager at Getty Images

E-mail: azucena.lopez@gettyimages.com

Direct line: 0044 (0)20 3227 2239

Objet : Recommendation Letter

De : Carbone, Uriel (uriel.carbone@roche.com)

À : cvsamuelmelo@yahoo.fr;

Date : Dimanche 23 octobre 2016 21h25

To Whom It May Concern

I work myself in the pharmaceutical industry as a Vice Director at Roche in Basel where I have worked for 9 years and I know how important it is to recruit the right people to join my team.

I have known Samuel for over 5 years and I strongly recommend him to be part of your team. I recently purchased a house in France and Samuel kindly interpreted from French to English and to Portuguese to me and my wife. In this purchase process where he helped me from start to finish, Samuel showed me his business and project management acumens feeding me with valuable tips to ensure the purchase went smoothly and as quick as possible. Even with short notice, Samuel always impressed me with high responsiveness to assist me and meet the solicitors.

I am absolutely confident this responsiveness to adapt himself to changing landscapes of priorities will be greatly appreciated in your company.

I strongly recommend Samuel Melo to be part of your team and remain at your disposal for any further information.

Uriel Carbone
Head PDMA Operations Business Processes

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