

## PROFESSIONAL RECOMMENDATIONS - EMILIO PEDRAL

“As a member of the Board at TECMA I've had the opportunity of working together with Emilio in diverse projects involving marketing and branding programs. Emilio has proved to be an experienced business development executive with the drive, knowledge and experience to make a positive impact in the organization. It's my pleasure to recommend Emilio Pedral for any business development, marketing or sales initiative.” *July 11, 2010*

*Armando Pensado, Co-Chairman, Technology Committee, TECMA*

“Since Emilio Pedral began collaborating with the Board of Directors at TECMA, he has consistently used his expertise in business development to introduce TECMA to important organizations and businesses in Orange County. In addition, he has helped build TECMA's image and reputation with his branding skills and his ability to build strong business relationships. I recommend Emilio's expertise for any venture where building strong and long-lasting relationships is crucial.” *July 1, 2010*

*Jose Luis Rodriguez Aleman, Technology Committee Board Member, TECMA*

“Emilio is a highly motivated professional with effective sales, marketing and business development skills. As a team member in the Advanced Career Course at Webster University, I enjoyed the opportunity of working with Emilio, where his creativity and experience was instrumental in building the team and reaching our objectives. I strongly recommend Emilio for any sales, marketing or business development endeavors.” *February 24, 2010*

*Bill Donnenwirth, Sales & Business Development Executive.*

“Emilio is a dynamic, talented and highly experienced 'Leader - Driver - Problem Solver' sales and marketing executive. Passionate about his projects, Emilio remains current in the use of new technologies to execute outstanding sales and marketing programs. He is an exceptional team player, a natural problem solver, listens and understands the client's concerns, and highly gifted with creativity for specialty sales and market development. I highly recommend Emilio's expertise for the solution of any sales or marketing challenge, business development and growth!” *December 12, 2009*

*Elizabeth Socha - Straff , Business Coach and Trainer*

“I had the pleasure of working with Emilio on innovation initiatives and in projects targeting new markets. He was always an excellent resource for helping to understand recent developments in the marketplace, changes in customer needs, and updated competitive offerings. His contributions shortened development time and his relationships helped bring new products into adjacent markets. I recommend Emilio as a team player with outstanding experience in sales and marketing for increased revenue and profitability.” *November 16, 2009*

*Douglas Dillon , Materials Development Engineer - Sheet , Arkema*

“I have worked with Emilio over the past 8 years in Altuglas. His out-going and collaborative personality enabled him to secure a very large order for a new product in its first year by penetrating into a new application in a famous Mexico City museum. He received the “Targeted Products Growth Award” from the Altuglas business for this effort. He has been a contributing participant on our Innovation team and has successfully arranged numerous production-scale field trials of new Altuglas sheet products in new application areas that have contributed towards growth on the west coast. He is a talented, versatile and dedicated Sales & Marketing professional that would be an asset for a growth-oriented organization.” *November 11, 2009*

*Jack Reilly , R&D Manager , Arkema Inc.*

“I had the pleasure of working with Emilio for the past eight years in Arkema. Emilio's energetic and highly motivated personality enabled him to move very quickly from Sales Representative in Latin America to North American West Coast Sales and Marketing Manager. Emilio's ability to form strong relationships with customers and colleagues is an asset to any organization. Emilio works very well understanding new technologies and markets. This ability enabled him to be successful generating new sales and opening doors to new markets. I would highly recommend Emilio as an experienced Sales and Marketing professional.” *November 4, 2009*

*Elizabeth Grimes, Senior Technical Service Engineer, Arkema Inc. / Altuglas International*

“Emilio is a very professional guy. He has great selling skills and is known by his peers for being committed and results oriented. He is a good negotiator, very creative in finding solutions and common agreements and building valuable partnerships. He is hard working, responsible and very passionate.” *September 28, 2009*

*Andrea Romay, Six Sigma Black Belt Specialist, Eli Lilly Mexico*

“I have worked with Emilio over a five year period. During my time as Business Manager at Arkema, Emilio was responsible for high growth of Polycarbonate sheet products. Emilio is an exceptionally talented sales manager, with significant skills in business development at high value customers. Emilio frequently utilizes market segmentation skills to target opportunities. With his amiable approach he is then able to meet with the customers and understand their requirements. Working with other members of the organization (production, research, marketing and logistics), Emilio is then able to develop a product offering for the customer and capture outstanding margins using value pricing. Emilio would be an asset to any organization looking to aggressively grow sales of specialty products.” *September 18, 2009*

*Martyn Kelly, CEO & Chairman, Highland Polycarbonates LCC.*

“I've worked with Emilio on several specialty products and tremendously appreciated his input and assistance. His professionalism, persistence, and creative thinking in reaching industry leaders and key potential customers allowed me to collect VOC that was invaluable in the next generation product development efforts. On another project, Emilio's ability to build relationships with OEMs' technical and purchasing teams were instrumental in running successful product trials at customers' plants, which led to a “go” decision in the stage-gate process. Also, thanks to his consultative approach, our business group secured a specification for a landmark architectural design. Finally, his out-of-the-box thinking was recognized at our Innovation Team.” *September 18, 2009*

*Mike Gromczak, Business Development Manager, Arkema Inc*

“Emilio is unique sales & marketing talent with exceptional problem-solving skills besides a phenomenal relationship builder. He is a great asset to any organization due to add value to sales process through smart solutions” *September 17, 2009*

*Roberto Garcia-Roldan, Advertising & Marketing Communications Manager, Gates Rubber.*

“I worked with Emilio closely when he was responsible for the west coast territory. He provided me timely sales updates and helped me with inventory/warehousing strategies. He was very responsible and detail-oriented, never throwing out data that was not verified by himself. With our joint effort, customer satisfaction was perceived being improved with a growth of sales in his territory.” *September 16, 2009*

*Yinchu Hou, Supply Chain Planner, Arkema Inc.*

“During the time I have known Emilio, he has distinguished himself as an excellent professional and energetic entrepreneur in the fields of business and management. Emilio is a high motivated professional; he is very creative, hard working problem-solver and a leader. I found him to be consistently pleasant, tackling all assignments with dedication and great attitude.”

*May 18, 2009*

*Jarazeth Altamirano, Business Development Specialist*

“Emilio is a very intelligent and passionate professional. My advice to any employer is to give Emilio room to execute his knowledge and play out his instincts--returns on this latitude will be great.” *March 17, 2009*

*Ellen Callen, Partner RBT Agency and University of California Irvine Extension Instructor.*

“Emilio is a high motivated person and focusing on clear objectives. He always supported all project activities also in critical situations even if his personal effort was needed. It was a pleasure working with him.” *March 5, 2009*

*Rafael Munoz, Logistics Manager, Hella Lighting*

“When it comes to working with the best, there is no alternative. Not only is Emilio extremely well versed in all of his fields of business, but also creates an environment for all those working with and around him completely enjoyable. Those who have been fortunate enough to have worked with Emilio, along with myself, know that he brings Professionalism, Quality, Creativity, and Efficiency to any venture. I look forward to working more with him to gain the same knowledge and experience he proves so well.” *February 5, 2009*

*Paul Leuy, President & CEO, Leuy Co. International Inc.*

“I have had the opportunity of collaborating with Emilio on several projects for a number of years now. Emilio is without a doubt a highly skilled, highly motivated and dynamic professional. Working with him is not only an efficient and interactive process but also one that is very enjoyable. His positive attitude makes things move forward at a fast pace and have helped in a significant manner the development of new projects for Arkema.” *July 25, 2008*

*Manuel Garcia-Leiner, Research Scientist, Arkema Inc.*

“Emilio is a very proficient and detailed person, He follows through on all assignments and insures the goals and objectives are met in a timely fashion. He is very adept at handling a variety of requests and can manage a team and project very professionally.” *November 16, 2007*

*Victor Mendoza, CFO Mexico & Latin America, FSA Insurance*

“First of all Emilio is a great friend. He is always focus on value, looking for the best results ever. He is good on strategy execution. I met Emilio at Hella in Mexico city and we were working as a great team. He is a key player with a lot of skills and he is good with relationships. I do recommend Emilio as an excellent partner.” *August 10, 2007*

*Adalberto Terrazas, Operations Manager, El Hilo Negro S.A. de C.V.*

“Emilio is an experienced professional, highly motivated to obtain results and very skilled in project management. After working with Emilio on various projects I can say that his creative thinking and excellent business ethics will make him a great business partner. I do not hesitate in recommending Emilio.” *August 3, 2007*

*Arnaud Gouel, Manager, IWC Watches.*

“I recommend Emilio without hesitation, and especially applaud his ability to work under very tight deadlines. His expertise, focus, and creativity under pressure have made him a tremendous asset to our team.” *August 16, 2006*

*Hermann Rasch, Commercial Agent, Tele Tech*

Note: Additional Recommendations, confirmations and details are available upon request.