

Theresa Millard

Project Manager

Biomimicry Granada

theresa.millard@truenorthcollective.net

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Subject: Letter of recommendation for Bernard Marchal

To Whom It May Concern,

I am writing to recommend Bernard Marchal as he seeks opportunities to further his expertise in high technology and academic research topics. Bernard collaborated with us at Biomimicry Granada from March – August 2024 on his final master thesis. Bernard's focus was on how to improve the marketing effectiveness and management efficiency of biomimicry and nature-inspired innovation training and consulting for professionals and businesses. He supported us in developing a focused service offering and initiative-taking client acquisition strategies.

During his time with us, Bernard consistently demonstrated the analytical rigor, creativity, and commitment necessary to tackle complex challenges. We are a small interdisciplinary team and his thesis was ambitious in that as a non-profit association we rely heavily on volunteers to make the organization run; Bernard did not have a fully formed team at his disposal to research the topics. Instead we provided him with a wide range of adjacent stakeholders to conduct his research and he approached the interviews with a disciplined, kind, and rigorous process to uncover key nuggets of information. In addition, with an additional colleague, Bernard brought the team through a series of Ikigai brainstorming activities that helped us to uncover our own passions, skills, and more importantly to set the tone for where we want to go.

Bernard's strengths lie in comprehensive planning, strategic analysis, and solution-oriented thinking. He is creative and driven to find actionable insights. The gap analysis he conducted opened our eyes to the realities of demand, current offerings, and best-in-class methods for biomimicry training and consulting. His ability to synthesize large amounts of information into clear, impactful strategies is helping us today to recognize our future path.

What makes Bernard special is his people's skills and collaborative mindset. We are a quirky team and he brought a strong positive environment to the office through ideas of team building, a different mindset that challenged our views and willingness to dive into ideas that we didn't have any thoughts on how to tackle. He would be a great addition to any team

Based on Bernard's work ethic, analytical capabilities, and commitment to advancing the field in which he would be working, I am confident that he would contribute exceptional results to any undertaking which he commits. I wholeheartedly recommend Bernard for any professional or academic endeavor where his skills and vision can be utilized. Please do not hesitate to contact me at theresa.millard@truenorthcollective.net or +34 643943371 if further details are needed.

Sincerely,

Theresa Millard

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Project Manager, Biomimicry Granada

