

April 25, 2025

*Ahold Delhaize*

*Provincialeweg 11, 1506 MA Zaandam*

Dear Reader,

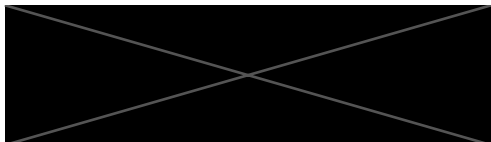
It is with enthusiasm that I write this letter of recommendation for Phi Tiet, I valued member of Ahold Ad Tech. We've met in 2024 at Ahold, after which we've closely worked together in building parts of a Retail Media SaaS platform. At this time Phi was a Senior Engineer, and I was a Quality Shepherd.

Phi is an intelligent person (with a love for chess). He is honest and fair. He adheres to a high quality standard with regards to engineering. He thinks of and practices programming in patterns, testing and providing constructive (review) feedback. This is his *de facto operational level*. Added to that base, one of the most exemplary characteristics of Phi, is his ability to deliver support in stressful situations. The moment the team needed to step up, Phi was there to support the team. This was greatly appreciated by me and other colleagues. We could depend on him.

On a personal level, the generational gap between Phi (in his twenties) and myself (in my forties), was full of surprises that lead to situations of humour and fun, always in a respectful manner. We shared quite some laughs. Thankfully Phi has shown other (technical) interests as well. He has taken up woodworking, demonstrating his work with pride. I reckon this creates a healthy balance in the world of digital IT.

Given Phi's personality and professional craftsmanship, I believe he is an asset to every environment where positive results are needed. There will be a moment in the future where we'll go our separate ways. When that moment arrives, I'll miss him.

If you want more context on Phi, please don't hesitate, and contact me. I'll be more than happy to have a conversation. You can reach me through:



Kind regards,

Jeroen Dee LLM

Quality Shepherd.