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### **Recommendation letter for Deven Paul**

Mr. Deven Paul has asked me for a letter of recommendation in order to apply for positions in the fields of management consulting, business development, and business analytics. I am more than happy to write this letter since I believe that Deven is an ideal candidate for these kinds of positions. I have known Deven since April 2024 when he attended my Marketing Management course, an elective course in his degree program at RWTH Aachen University (MSc Management & Engineering in Computer Aided Mechanical Engineering).

During the course, I was impressed with Deven's professional demeanor, enthusiasm, and his combined knowledge on management and technology when I taught and supervised him. Deven has always aspired to produce quality and accuracy at work through his assignments. Through various applied projects, Deven has showcased his passion for entrepreneurship, marketing, and innovation management, especially for high technology products. His engaging personality and effective communication skills are valuable assets for any company that would choose to employ him. He is also a critical, inquisitive, and original thinker.

It is this quality of being able to combine knowledge on technological solutions with managerial opportunities that would make Deven an excellent asset to the business development or analytics teams of companies or start-ups focused on high technology products and services. Deven's collective international experience and knowledge in entrepreneurship, technology and innovation management, strategic marketing, and sales over the past years would definitely make him very suitable for a position at the interface of management and technology and I would highly recommend him for the same.

Kind regards,



Prof. Dr. Daniel Wentzel  
Professor of marketing  
RWTH Aachen University