



Magnolia is the superior headless content management solution for a reliable Digital Experience Platform. Magnolia was founded in 1997 by two software entrepreneurs with a passion for both people and technology. It is a privately held company with headquarters in Basel (Switzerland) and four software engineering sites in Europe and Asia. Magnolia has a global reach, with five regional offices serving over 350 customers in over 100 countries. Over the years, Magnolia has extended its vision to make life better for customers and partners - to understand DX challenges and to ensure that each deployment of the platform is truly tailored to fulfill challenges and opportunities of going digital.

INTERIM REFERENCE LETTER FOR Dominik Maslanka

Product Manager 01.12.2021 - 31.05.2024 100%

Dominik's responsibilities include the following:

- Manage a product area of the Magnolia Digital Experience Platform (DXP) through its life cycle.
- Discovery: Build understanding of customers, their pains and desires.
- Discovery: Build understanding of the business, market and industry and where it's headed.
- Discovery: Research market needs, translate them into a coherent product strategy and roadmap.
- Delivery: Build solutions with an engineering team.
- Delivery: Cooperate with Product Marketing on positioning, messaging, creating go-to-market strategy.
- Delivery: Ensure enablement of Sales, Marketing and Customer Success / Services.

Dominik is always very keen on engaging with new challenges. He builds meaningful connections with his colleagues and significantly contributes to creating a trustworthy and pleasant work environment. Dominik takes charge of improving processes and services, achieving high levels of customer satisfaction, and is a highly dedicated professional. In times of stress, Dominik remains very focused and diligently follows the company's objectives.

Dominik is an independent decision-maker with an analytical way of thinking. He stays up-to-date with the trends and innovations, and his insights contribute to problem-solving and finding creative solutions. Moreover, he is always very attentive to suggesting improvements and innovations that enhance his work environment. He does so successfully by supplying core components across other internal domains to optimize end-user experience.

His customer focus and service-oriented mindset are an asset to the team. Dominik led software licensing discussions and negotiations with an external supplier and successfully researched on how to establish Magnolia as a "must talk to" vendor in content-driven composable commerce, covering regional differences, feasible markets, related product gaps, and more. By optimizing the product picker feature within the commerce connector pack, Dominik significantly improved the user experience for digital commerce clients. He

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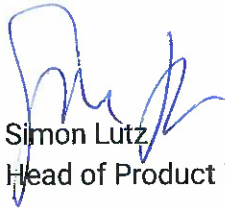
also built robust APIs for content import/export, streamlining content management processes and enhancing operational efficiency, and led the design and implementation of a content versioning feature.

Moreover, Dominik represented Magnolia as a speaker at our DevDays Conference.

Recognition is owed to his ease of integration into a team and his constant willingness to assist others which leads to him being an integral part for having built up a product engineering team and navigating it to success.

Dominik is going to leave Magnolia due to a reorganization by May 31st, 2024. This interim reference letter was issued upon his request. We very much enjoyed working with Dominik and would highly recommend him for any position or career he may choose to pursue in future.

Münchenstein, 09.04.2024



Simon Lutz
Head of Product Management



Martina Weiss
HR Business Partner

