



LETTER OF RECOMMENDATION FOR ANNELIZE KRAUSE

Date: 02/15/2019

Dear Hiring Manager,

In her two years with our ecommerce company, Annelize Krause has made significant contributions that have permanently improved the way our company runs. While it is difficult to find team members who are proficient both operationally and strategically, Annelize has proven that she is skilled at both. She easily tackles operational tasks and simultaneously drives change on a higher level. A tenacious problem solver with a technology-oriented approach, she is highly competent, independent, and detail-oriented, and innovates better ways to perform tasks almost as quickly as she learns them. Over her time with BigSpool, her role continuously expanded as she took on additional responsibilities.

Customer Service

One of her first responsibilities was managing customer service across 7 marketplaces and 5 consumer brands. Initially, these customer service processes operated in silos, but Annelize was able to create a consolidated view of customer service inquiries using a simple but effective Gmail folder structure. This allowed us to improve our response time for customer service tickets. She was also able to reduce customer service costs by creating reusable response templates for recurring tickets.

Data Analysis and Reporting

I have yet to meet a problem that Annelize could not solve. When we started experiencing forecasting issues with our paid inventory management service, Annelize was quick to find a solution. She created an Access database and built integrated inventory reports that allowed us to forecast our inventory needs better than our previous paid service. As a result, we were able to cut down monthly subscription costs and manage inventory more effectively. Annelize then became responsible for bi-weekly inventory fulfillment, managing restocking orders for over 30,000 units and \$250,000.

Product Development

As her role expanded, Annelize became the project manager for our product development efforts. She managed a cross-functional team of 5 to ensure that projects adhered to deadlines and that the right team members were providing input at the right time. For example, when we launched a new water bottle product line, she coordinated with product suppliers, designers, photographers, and manufacturing to ensure that launch deadlines were met. Annelize coordinated over 50 product line



launches and helped bring over 50,000 new product SKUs to market. This project highlighted her ability to diplomatically engage team members and move projects along quickly.

Knowledge Management and Organization

Annelize is able to anticipate opportunities that add value. As the company grew, our knowledge management fell behind. Annelize used Notion, a database collaboration tool, to create a centralized knowledge center to organize the company's Standard Operating Procedures (SOPs) across multiple business divisions. Annelize also saw this as an opportunity to fill in documentation gaps for existing processes, creating new SOPs that were used to train new team members during onboarding. With Notion, she was able to cross reference related SOPs, ensuring that updates to one document would be reflected across multiple areas. Her work in improving BigSpool's knowledge management has been invaluable to the consistency and continuity of our operations.

Annelize came into BigSpool in a narrow role, but quickly expanded it to enact change on a higher level. Her consistently high level of performance makes Annelize a strong asset for any team or company. She is the type of person who will continue to exceed expectations and add value in unexpected ways wherever she goes.

Best,

Hao Jiang
CEO, BigSpool Inc

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