

Philips Consumer Lifestyle
Innovation & Development

Date: 18/11/2011

Subject: About Laura Lozza

I had the privilege of meeting Laura several years ago when we both worked in P&G and our professional relationship has continued and grown over the years in spite of our changing locations and Companies.

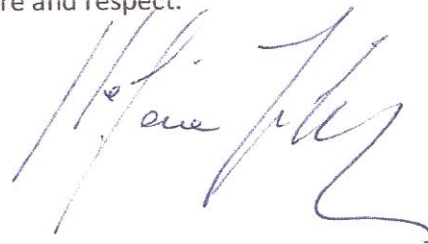
Laura is a true leader as she has the rare ability of combining her thorough approach to business matters with a real passion for what she does. She has that "can do" attitude that has always driven her to achieve results that normally exceeded expectations. Difficulties seem to fuel her determination rather than slowing her down and she is an inspiring role model for the team of people working with or for her.

On a more personal note, Laura is very creative: maybe this is a less known trait of her personality but she draws and paints and in my humble opinion, she is pretty good at that. She has a variety of cultural interests and an insightful awareness of the social and political environment. She is internationally minded and proficient in several languages.

But, above all, she has an infectious optimistic outlook on life and she easily attracts people of diverse cultural and professional background into her sphere of influence. Her entrepreneurial attitude has driven her to build her consultancy firm "Grooa" and at the moment she is dedicated to develop and perfect new models for promoting leadership.

In net, Laura is somebody whom I really admire and respect.

Stefania Filipponio
Senior Director - Consumer Centricity Program
Philips Consumer Lifestyle
Stefania.filipponio@philips.com



Marel Stork Poultry Processing B.V.
Handelstraat 3, 5831 AV Boxmeer
P.O. Box 118, 5830 AC Boxmeer
The Netherlands

Telephone : +31 (0)485 586111
Fax : +31 (0)485 586222
Internet : www.marel.com/poultry

Date : 26 November 2011
Subject : Laura Lozza

To whom it concerns!

Laura Lozza and I know each other for more than 14 years and we did business together in very different settings. First of all we met in a critical phase of one of our systems. We wanted to launch this system internationally. At the time Laura managed to obtain a patent position, a system solution and a wide customer acceptance. All in a very short period of time and that surprised us most because the organization for whom she was working at the time was a outsider on the solution we had been working for years already.

After that we worked together, after elaborate contract negotiations, which she led for her company in the most professional way and we reached the best possible mutual result. The cooperation then hinged around the joint marketing of the solution and the wider acceptance of the system as such with the EU commission in Brussels and different EU Member States. On marketing Laura contributed and challenged us a lot in order to have the solution positioned in the best possible way. Splendid progress was achieved and the solution is now the most successful of its kind. In lobbying our cause she has been very successful in both Brussels and different Member States.

Relentlessly she followed up on the business opportunities for the same solution and also made sure that the after sales service was organized in the best possible way within her organization.

About 5 years ago Laura got a different responsibility, within the same company, which led to a less frequent contact between Laura and the Industry Center Marel Stork Poultry Processing. However the personal contact remained in a very personal and positive way. This to the extent that we ask for each other's help in certain issues. This was very helpful a number of times.

Currently Laura has taken up a full entrepreneur type role by setting up her own business (Grooa). With this company she wants to consult, train and coach persons and organizations on how to get more out of the monies spend on Innovation. With great drive and focus she has build already the fundamentals of the organization and no doubt this will be turned into a success by her in the near future.

I have come to appreciate greatly the open way of communication, her excellent marketing and lobbying skills and last but not least her relentless drive to get things done. She gets things done in a good spirit and the results are of a very high quality.

Trust that I have given you with this reference a reason to investigate further a possible cooperation with Laura Lozza and in case you want to approach me for further details please do not hesitate to contact me.

Anton de Weerd
Managing Director, Marel Stork Poultry Processing B.V.
Tel: +31 485 586 210
anton.deweerd@marel.com | www.marel.com/poultry



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The Noble & Trustworthy House Private Ltd. Company

Tel: (251-11) 662 49 75 / 662 55 43 / 662 08 77
662 33 01 / 662 54 65 / 662 55 72
Fax: (251-11) 662 54 03
E-mail: nth@ethionet.et

☒ 8565
Telex 21960 NTH
Addis Ababa, Ethiopia

November 26, 2011

To whom it may concern

I am happy to write about my friend Laura Lozza. We met at the beginning of 2008, when she assumed the responsibility for the Sub-Saharan unit of Yara International. As the official representative and agent of Yara International in Ethiopia, I was Laura's direct counterpart and we worked very close for a couple of years, exchanging frequent visits.

I had the opportunity to get to know Laura very well in several business situations, when we were jointly negotiating with clients, or gaining support from governmental bodies. Laura has a high level of energy and engagement, she can be very demanding and yet she delivers her message in a clear and respectful manner.


She is a very experienced and competent business person, one who can make fast decisions and one who can keep focus. At the same time, she has the curiosity and humility to listen and learn. Her honest and open attitude is appreciated in many environments and she is also fully comfortable in handling complex negotiations with high public officials.

I can in particular mention the negotiations that Laura and I carried on with the Prime Minister of Djibouti, the Djibouti Port Manager and the Ethiopian Minister of Agriculture, when a severe port congestion risked to jeopardize the import of fertilizers in time for the season; Laura Lozza used her business acumen to mobilize her team to help with flexible solutions and at the same time she gained the support of the authorities by aligning everybody around a common intention to resolve things for the best of everyone involved.

I was always proud to introduce her to my friends and family as she always showed a lot of appreciation for our culture and was a pleasant company also outside working hours.

I am happy to be of reference for a person that has shown respect and appreciation for me, my family and my extended network.

Sincerely yours


Dr. Besrat Ghebre Egziabhier
Managing Director



Importer, Exporter, Trade Auxiliary, Distributor, Retailer, Consultancy and Manufacturer

COACHING CLIENTS' FEEDBACK

Some examples

"Laura is an extremely professional and engaging coach. She is skillful at identifying the main issues and is creative in how she approaches and tackles them. Laura is a pleasure to work with."

Carol Akporiaye, Yara International

"During my coaching sessions with Laura, I was being in the presence of a mentor with experience, people skills and genuine interest in me, giving me the feeling of confidence and best intentions. Laura has given me constructive feedback without any criticism, putting things in the right perspective by helping me find my purpose and values. Thanks to her coaching, I feel that I have become more positive and effective in my personal and business life, i.e. feeling more in control and coping better with difficult challenges. Being helped to find my own path, I recommend Laura to my colleagues and business partners."

Jeannette Lankhaar, Stork Food Systems

"What I have gained from coaching sessions: I am more happy to be me. I believe in me. My contribution is often important. I can make a difference"

Anne Mette Langholm, Yara International

"I was initially a bit skeptical about coaching but I found it much more useful than I expected to. You were honest with me while being supportive, which I really appreciate.

I learned about my values and other factors underlying my behaviour and responses to events. I also learned I am more optimistic than I thought! My confidence has improved, I feel more positive and less daunted about work. I have learned to say no to things more. These changes have improved my quality of life as I am no longer constantly worried about and daunted by work. My workload is more manageable as well."

Dorothy McKeegan, University of Glasgow, Scotland, UK

"People are the most important part of any organisation. Our coaching sessions helped me, in a number of thought provoking ways, to get the best out of the individuals within my team."

Sgt. Lesley Winter, Tayside Police, Scotland, UK