13th June 2012

To whom it may concern

**RE: Recommendation Patricia Carbonell**

I have had the privilege of knowing Patricia for over 17 years, and also worked directly with her in Brand and marketing roles at British Airways PLC. Patricia was a highly motivated and professional member of the Brand team that I had the fortune to lead at that point in time.

During that period I hope I played a small role in helping to mentor her professional development and to support her in unleashing her exceptional talents.

I have seen Patricia excel in roles and challenges that she has strong experience in but have been particularly impressed by how she can embrace new and significant challenges outside of her comfort zone and deliver great results. Very specifically I refer to her transformation from a senior member of a Customer service team to a strong creative marketer.

Patricia has always stood out for a number of reasons:

* Her enthusiasm to learn, grow and embrace new and creative routes in order to achieve her goals.
* Her passion and determination to deliver results
* Her ability to think ‘what could be’ and push the barriers to achieve breakthrough solutions to complex situations.
* Her ability to inspire and take people with her
* Her compassion and interest in others
* Her energy
* Her spirit

I would have no hesitation in making a recommendation for Patricia in a professional or personal context. She is a highly capable inspiring individual.

Jayne O’Brien