

David Lu  
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To whom it may concern,

I am delighted to recommend Clémence de la Bretonnerie, who has served as a Demand Generation Manager at Clarity Movement for the past 1.8 years. In her role, Clémence has consistently demonstrated exceptional skills, dedication, and passion, contributing significantly to our mission of combating the global air pollution crisis.

Clémence has been instrumental in driving the Marketing team's success through her remarkable achievements. Most notably, she executed end-to-end demand generation campaigns that contributed to an impressive 177% year-over-year increase in the marketing-influenced pipeline generation. This outstanding metric speaks volumes about Clémence's strategic vision and her ability to deliver tangible, impactful results for the organization.

Furthermore, Clémence took the lead on various HubSpot initiatives aimed at shortening sales cycle follow-up durations and automating critical processes, showcasing her cross-team ability. Her efforts in this area not only streamlined our operations but also contributed to a reduction in our sales cycle duration, leading to more efficient and effective workflows within the organization.

A standout quality of Clémence is her ability to distill complex data into actionable insights. Her data analysis reports have proven instrumental in supporting leadership decisions, reflecting her analytical prowess and commitment to data-driven strategies.

Beyond her professional expertise, Clémence demonstrated adaptability and a fast-thinking mindset in our dynamic startup environment. Her passion for our mission and climate technologies is evident in her dedicated efforts, making her an invaluable asset to our team.

I offer my wholehearted endorsement of Clémence de la Bretonnerie. I am confident that her proven track record, adaptability, and passion make her an excellent fit for any future endeavors.

Please do not hesitate to contact me if you require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Lu', with a stylized flourish at the end.