

To whom it may concern

28.03.2013

A letter of recommendation

This is to confirm that Elvira Tarasenko, as the Regional director of Sales, Russia and CIS worked in the company for 7 years and founded the Regional sales office of the Rocco Forte Hotels in 2006. Over the years she has proved herself as a hardworking and motivated Director of sales and marketing, aimed at getting the ambitious results in sales and generating revenue for the hotel group.

Elvira is a professional mature person with excellent communication skills and educational background, being a PhD in economics and marketing.

At the same time Elvira proved herself as a good recruiter, administrator and a leader who is able to motivate the subordinates and organize the whole structure of the regional office in order to run it smoothly, she implemented new job descriptions for the sales team of the office. Elvira has developed the new geographical markets for the company apart from the Russian travel trade and corporate accounts such as CIS country and Baltics and has been a brand ambassador of the Rocco Forte Hotels in the travel and corporate markets. Elvira has got excellent reputation among the clients and partners of the Rocco Forte Hotels.

Elvira has organized a lot of co-branding activities with different marketing partners in the luxury segment and has excellent creative skills finding out a perfect match between different brands as well as organized outstanding clients events and road shows with participation of Sir Rocco Forte and top managers of the company.

Elvira has also got excellent media relationship and organized many press events as well as press trips to the hotels of the company.

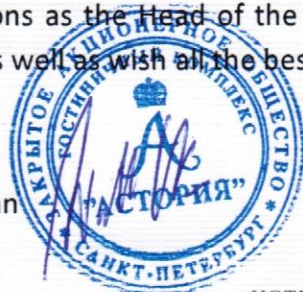
At the same time Elvira was a link among the hotels and the clients helping out the both parties at the maximum extent.

With no hesitation I am pleased to recommend Elvira for the future similar Senior Sales and Marketing positions as the Head of the Regional office or DOSM at a single luxury hotel or a group of hotels as well as wish all the best to Elvira in her all future endeavors.

Sincerely yours,

Walter C Neumann

General Manager



HOTEL ASTORIA
ST PETERSBURG

ZAO GK Astoria (part of the Rocco Forte Hotels)

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