



Steve Rae
David Schneider

June 29th 2012

Dear Steve and Dave,

I have been working with Mike Wittenstein since beginning of 2011 and so far it has been an exciting journey. Mike is an inspiring thought leader on Customer Experience and a fabulous facilitator who every time I meet him, has a remarkable number of creative-and practical-ideas for us to implement and therefore is really nice and fun to work with.

The fact that LeasePlan is an international organization, Mike is very sensitive to cultural differences, isn't afraid to ask the touch questions when it is necessary and simplifies difficult concepts. He doesn't tell people what to do, but guides them to their own learning epiphany so that they 'own' the material. He has as a natural way of creating alignment among all employees regarding different elements and aspects of the business.

Therefore I consider Mike as a well respected expert and authority on Customer Experience Design!

Sincerely,

Martin van Krimpen

A handwritten signature in blue ink, consisting of several overlapping loops and lines, positioned above the printed name.

Manager Customer Experience
LeasePlan Corporation NV
The Netherlands