

## Testimonial for Paula L Hook

### PLJ Marketing

I have worked with Paula Hook for more than 5 years at two companies, Quantel Medical and Avellino Labs. Paula brings experience and a high skill-level planning and managing events. She is able to see the overall strategic picture and manage the details of a trade show exhibit and associated activities. She is proactive with social media communications and digital marketing and consistently learns new skills in order to keep up with changing technology.

Paula consistently demonstrates excellent teamwork when working with company staff across departments as well as when working to support our distribution partners. She uses excellent judgement in allocating company resources to accomplish marketing goals and when representing the company to current and potential vendors.

Paula demonstrates leadership by engaging colleagues to help with events and projects. She is able to influence others and often plays the role of cheerleader by showing genuine enthusiasm for the business. She consistently gets things done, without details falling through the cracks, on schedule and within budget.

In summary, Paula brings enthusiasm and experience to each role she takes on. Her contributions are appreciated by her peers as well as US and global sales partners and she quickly gains the respect of her peers for consistently meeting her commitments, delivering good product, and wisely managing resources. She is viewed as hardworking by her peers and maintains a positive outlook even under pressure.

I can recommend Paula without hesitation and remain an advocate of her talent. Please contact me directly if you would like more details.

Sincerely,



Peter Falzon  
CEO, Avellino Labs  
Managing Partner, Potrero Hill Partners  
General Manager, Quantel Medical USA (former)

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