



HTMi

Reference Letter

To whom it may concern

I have known Andrei Razvan Nacea since 2007 when he started his full MBA program at HTMi, a Leading Hotel Management Institute in the world.

Andrei stood up as an excellent student from the beginning; he won the Sörenberg Enterprise Business Game, a very challenging competition where leadership and management skills were necessary. He was awarded with the Prize for Excellence by the LuzernerKantonal Bank (Swiss Bank) for the project of an ICE Hotel.

After his MBA studies I offered to Andrei Razvan Nacea the position of Marketing Manager for Romania for the recruitment process of students for HTMi. After an excellent job with recruiting he was then offered the position of Marketing Manager for Europe.

Andrei managed to control costs efficiently and increase revenues in the same time, opening new markets for the organisation. Andrei managed to bring 20% of total revenues with recruitment from only one country. We have always admired his leadership and management skills, his ambition and diplomacy, his negotiation and sales abilities.

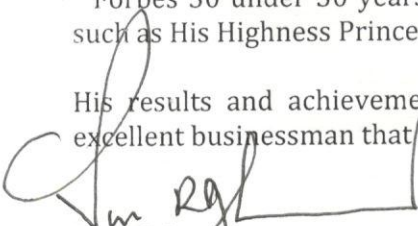
Due to excellent results he was then offered the position of Brand Development Director for Swisstouches Hotels & Resorts, a Swiss Hotel Management Brand with the head office in Switzerland that is now expanding globally.

Andrei Razvan Nacea held these two important positions within two international organizations for more than 5 years now, time in which he developed and grew the marketing department, organized fairs and recruitment, interviews, trained agents, secured markets in different countries and increased revenues. He also increased brand awareness for HTMi and Swisstouches through efficient campaigns and helped the two companies grow through an international franchise.

Andrei is now part of our Alumni Network as a truly remarkable student and we are proud and honoured that he was our student. He is now a role model for our students and a speaker at international business, travel and tourism events.

At only 29 years old Andrei is part of the Board of Directors at ANAT Romania (the youngest director there), is ECTAA delegate at Brussels, he is co-founder of the "Center of Excellence in Health and Tourism", a unique medical tourism project and he was recently nominated in "Forbes 30 under 30 years" together with twenty-nine other excellent people from Romania such as His Highness Prince Nicolae and Simona Halep.

His results and achievements talk for themselves but I also highly recommend him as an excellent businessman that sees problems as challenges and success as an endless road.


Ian R.J. Larmour
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CEO and Managing Director, Swisstouches Hotels & Resorts

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