

30 April 2015

USCIS
Vermont Service Center
75 Lower Welden Street
St. Albans, VT. 05479-0001

Dear Madam or Sir:

I am pleased to attest to my history of close collaborations with Ms. Trine Keller-Andreasen, an extraordinary marketing and branding director. I currently serve as the Global Marketing Manager for Havana Club at Pernod Ricard. With a portfolio of 37 internationally-renowned brands, including Chivas Regal, Absolut Vodka, Kahlua, Malibu, and Jameson, Pernod Ricard is a recognized leader in the premium spirits industry. Before my current position, I was the Senior Brand Manager for Absolut Vodka and Jameson, which is when I first met Ms. Keller-Andreasen.

Ms. Keller-Andreasen is a remarkable Marketing and Branding Director. She is recognized around the world for her unique, creative style and her innovative contributions to every project she is involved in. In my previous position, I collaborated with Ms. Keller-Andreasen on several high-profile marketing campaigns for Absolut Vodka. Specifically, she was tasked with integrating the brand into Fashion and Art communities, with the goal of increasing the prestige of the brand in these elite circles. Thus, her work proved to be instrumental in driving growth for the Absolut Vodka brand.

Ms. Keller-Andreasen's passion has always been to grow business through the brand and she has become even more successful over the years. Her creativity and originality, combined with her attention to detail and ease of engaging the client with new ideas make her a very rare asset in the marketing industry. Ms. Keller-Andreasen's innovative vision and understanding of the long-term objectives of her clients have resulted in some of the finest marketing campaigns in recent memory. This includes her work for such renowned companies and brands as Heineken, Mondelez/Kraft, Trollbeads, Schweppes, ECCO, and Arla Foods, the largest dairy cooperative in Scandinavia. As such, she has become a prominent figure in the international marketing and branding field. She has a natural ability to transform her innovative ideas into profoundly moving marketing strategies and campaigns. Further, the respect and praise she receives from her colleagues places Ms. Keller-Andreasen at the top of her profession.

There are very few other people in the world that could bring to the United States the high level of skill, innovation, and international experience that Trine Keller-Andreasen possesses. I continuously look forward to our next collaboration, as she is simply one of the very best marketing and branding directors in this highly competitive field.

Sincerely,



Jens Egelund Jakobsen
Global Marketing Manager – Pernod Ricard S.A.