



Reference Letter for Gilad Kabilo

To Whom it May Concern

I am writing to you in support of Gilad Kabilo.

Gilad served as the first Director of Brand Strategy for the Edmond Hotel, a luxury boutique hotel located in Rosh Pina, Israel. The Edmond Hotel is owned by Greenplace LTD.

Gilad was hired to build the hotel's first branding concepts and strategy and to oversee implementation of technological platforms in the hotel. During his tenure, Gilad oversaw key developments in the hotel; he was active in choosing the hotel's name, designing the brand kit, building the guest experience principles and hospitality concepts that became the defining features in the hotel.

Gilad's unique experience in campaigning, consulting and military service allowed him to bring forward a fresh, multi-disciplinary perspective on brand strategy. His in-depth research abilities and analytical insights, together with a keen sense of strategy and planning ability, proved to be a valuable asset to the hotel's senior management team and were instrumental in the hotel's decision-making process.

Gilad also brought a creative flair and strong understanding of luxury branding to his role, allowing him to lead creative branding initiatives. He was responsible for overseeing all copywriting and graphic design for the hotel, as well as the design of the hotel's website. Gilad was also responsible for building the hotel's loyalty program, and his innovative thinking and ability to influence the hotel's senior management resulted in his decisions being implemented in significant parts of the hotel's guest experience concepts. Gilad was also entrusted with the procurement of all printed materials for the hotel.

Gilad's experience with innovative technology, paired with his keen business sense, led to a significant drop in web development costs through the implementation of new web building tools. He oversaw implementation of online guest communication and revenue generating tools, advised on procurement of technological products such as computers and printers and was consulted during all decisions pertaining to technology and guest experience.

Gilad had a significant and positive impact on The Edmond Hotel and Greenplace, LTD. He is leaving on the best possible terms. We wish him all best on his future endeavors and thank



him for his contributions. I give him my highest recommendation and am confident he will bring a fresh perspective and have a positive impact on any company he works with.

Please do not hesitate to contact me for further reference.

Sincerely,

Omer Porat

**General Manager
The Edmond Hotel**