Athens, 18/4/2024

To whom it may concern:

It is my pleasure to write a reference letter for Pranshu Shubham from India. I met Pranshu during his Field Trip at Alba Graduate Business School organized by IIM Kashipur for his MBA studies in April 2024. In my capacity as a Professor of Strategy & Marketing, I taught Pranshu and his peers *Strategies in the era of ephemeral competitive advantage*.

Pranshu struck me as a driven, positive, intelligent, and hardworking professional who approached his MBA studies as a stepping stone to elevate his management knowledge and skills and grow his entrepreneurial potential. In my course, he showed a profound interest in the underlying strategy theories and different tools. In addition to his analytical strengths, Pranshu was an excellent teamworker in performing team assignments. His expertise as Project Management Professional, his effective communication skills, and strategic thinking in terms of cross-functional view of business processes make him very valuable Executive who can thrive in very challenging settings.

I had also the opportunity to converse with Pranshu in different occasions for his own business, *Pran4You Business Consultancy*, which provides consultancy services for the micro sector in India. I was impressed by the setup of his business that offers self-driven functionality based on machine learning, generative AI, and advanced UI design to cater to diverse business owners around the globe.

All in all, I strongly recommend Pranshu as a consultant and entrepreneur but also as a likable fellow.

Sincerely yours,

Dr. Kyriakos Kyriakopoulos
Professor of Strategy and Marketing
Academic Director of Executive MBA

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