

**Written Endorsements & References**

**About Management & Advisory Services  
ALX-MANAGEMENT (2005 – present)**

...I also want to thank you warmly for your efforts. Personally, I think that under the circumstances the **outcome** of the deal is the **best** than can have been expected...

**CTO, April 2010 – sales of IP portfolio**

...thank you for your **excellent** report! I browsed through it now, and it seems that your assessment very closely matches my own feeling and assessment. It's very helpful to have such a confirmation (of course on a more detailed and **professional** level) by an external expert...

**CEO, July 2009 – due diligence in semiconductor sector**

...I would like to tell you how much what you have done in the last 2 years has **great value** to my eyes. It has been a **unique opportunity** to learn, experience and discover the fields & sectors that you master so well...the **logic** and **methodology** you have been using in the operations are really **unique**...I'm very grateful for your **involvement** and your **passion** for this project. You are the **main reason** for its **success**, and I will never forget it.

**CEO, Dec. 2007 - new product development**

....Alex has done a great job in **getting past the “founder veil”** that we have been struggling with

**Investor, Oct. 2007 – due diligence**

...I would like to warmly thank you once again for your **very fruitful contribution** within our legal case

**Lawyer, Mai 2007 – due diligence for industrial spying case**

...I would like to thank you sincerely for the **quality** and **speed** of your work... My 3 colleagues and I have decided to **forward your report** as it is to the **federal court**, and to **request your hearing**, in order to challenge the position of the 2 experts of the adverse party

**Lawyer, April 2007 – due diligence for industrial spying case**

....in relationship with the **company strategy**, I still believe that we haven't found anyone better than our 2006 Alex who had already **identified all issues** still pending today

**Founder, Mai 2007 – due diligence & transition management**

...Alex was asked to take over in a **very short timeframe** two highly critical projects for the company : a very strong **cost reduction** of our product, and a **transfer** of the production line to **china**. He perfectly accomplished these two tasks...Alex has been **extremely efficient**. He was able to comply with the **very ambitious deadlines** of the project... due to his **convincing** and **persuading** skills, he was able to **get the best** out of the team, without creating any counter productive friction

**CEO, Dec. 2006 – transition management**

...Alex drove [metrics](#) and measures that enabled [significant improvement](#) in managerial decision, leading to [increased asset utilization](#)....Alex implemented a host of processes that [improved](#) the overall [capability](#) and [financial performance](#) of the Company  
**CEO, July 2006 – transition management**

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...we have been very pleased with Alex 's [reactivity](#) and [responsiveness](#). Alex has been very quick in understanding our problematic and we got straight away [direct answers](#) to our very specific questions ...in a very short amount of time Alex has been able to identify incoherencies and to address both the [broad](#) and the [detailed picture](#) of the situation ...he finally gave us some [pertinent tips](#) which ended up in approximately [3M€ cost saving](#) for the Company...we can highly recommend him for his [very broad skill set](#)  
**Investor, March 2006 – specific problem solving**

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...Alex was able to resolve a [1 Million units shortage](#) enabling over [7M\\$ additional revenue](#) within 6 months. He has further managed significant [cost reduction](#) in the range of -25% to -40% obtained with various European and Asian suppliers ...he has brought his [sense of urgency](#), his capacity to [analyze situations](#) and to propose, present and implement [synthetic action plans](#)...I have particularly appreciated the [rapidity](#) with which Alex has defined [solutions](#) and how he can push and [support people](#) to solve problems...he has both the capability to have a [helicopter view](#) of a situation and to enter into the details when this is required. He is a very "hands-on" collaborator who can [lead by example](#)...I have very much enjoyed my [fruitful collaboration](#) with Alex  
**CEO, Jan. 2006 – transition management**

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...with his natural [speed](#) and [analytical](#) skills, Mr Alex Bezingé has been able to identify and address [quickly](#) all the important matters affecting the Company ...the final report was [synthetic](#) and [clear](#), well argued with [sound recommendations](#). Both the report and the presentation have been very [helpful](#) in taking [significant decisions](#) for the future of the Company, and the [Board agreed](#) and [followed the recommendations](#)...we have been very [pleased](#) by the audit and by the work performed by Alex  
**Investor, Dec. 2005 – due diligence**

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## General endorsements ALX-MANAGEMENT (2005 – present)

(Posted on [www.linkedin.com/in/bezinge](http://www.linkedin.com/in/bezinge))

"Alex is a skilled [business](#) and [technology expert](#) who quickly understands the essential of an assignment and focuses on the desired outcome with great [persistence](#) and [diligence](#)." April 15, 2010

**Top qualities:** Great Results, Expert, High Integrity

[Matthias Kummer](#)

hired Alex as a Business Consultant in 2009, and hired Alex more than once

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"[Indepth](#) results, [impressive](#) technical [insight](#) and [capability](#) to [analyze](#) production processes (or lack thereof). Looking forward to see the next phase." April 15, 2010

**Top qualities:** Great Results, Expert, High Integrity

[Xavier Paternot](#)

hired Alex as a Business Consultant in 2010

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"Alex crossed my life as an investor, as a board member and as management consultant. In all these roles I always admired his capability to [quickly assess](#) the situation and keep the various stakeholders focused on [efficiency](#) and prompt [execution](#). He has a very direct approach to problems and people that I

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really appreciate. I could measure his attitude and skills in at least two crisis situations that he was able to **quickly** and **successfully turnaround**. On top of that I'm happy to count Alex as one of my friends"

November 11, 2008

[Marco Cavadini](#) , *Co-Founder & Director Applications, Nemerix*

worked indirectly for Alex at alx-management

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"I had the pleasure to work together with Alex in 2007 and 2008. Alex brought me into a start-up/distressed company and with his **high energy**, **target** orientation, **business** background and high **engagement** he has enabled me to exceed the ambitious targets set up for the company already after one year. It was great working with him and I would like to recommend Alex for any future **challenging** projects." November 5, 2008

[Hans Boehne](#) , *CEO Airinotec*

was with another company when working with Alex at alx-management

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"Alex is a **dedicated**, **action-oriented manager**. He has always been a pleasure to work with on projects! His **professionalism**, **dedication**, **intelligence** and **enthusiasm** moves projects forward to successful conclusions." January 3, 2007

[Diana Engeszer](#) , *CEO, Artemis International Group, Inc.*

was a consultant or contractor to Alex at alx-management (Ltd)

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"I had the pleasure of meeting and spending some time with Alex as we reviewed a potential business opportunity. What impressed me about Alex was how **quickly** he assimilated the situation and moved quickly into the **problem-solving mode**. Alex is very knowledgeable and articulate - important factors when dealing with potentially difficult situations." October 18, 2006

[Michael Kay](#) , *Principal, Kay & Associates*

was with another company when working with Alex at alx-management (Ltd)

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"When I first met Alex I was extremely impressed by his **professionalism** and immense grasp of a wide area of finance and technology. He demonstrated great **enthusiasm** for his topic and skill set and I would not hesitate in recommending him to future employers or colleagues." October 12, 2006

[Paul Bailey](#) , *Owner, Bailey Fisher*

was with another company when working with Alex at alx-management (Ltd)

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"I have known Alex for about 4 years. We worked together when he was with Atila ventures. We have also sat on boards of companies together. It has been a pleasure working with him Alex is an **extremely sharp** manager who combines an ability to think **strategically** with a fine eye for detail. He is **decisive**, an excellent **communicator** and a good people person. I recommend him strongly." October 9, 2006

[Prashanth NARASIMHA](#) , *Partner, GOA AG*

was with another company when working with Alex at alx-management (Ltd)

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"Alex is the ideal client: He gets immediately the point and provides **prompt** and **precise** instructions - and he is very **friendly**! I hope that we will have many future opportunities of working together" October 9, 2006

[Pascal Koster P&TS](#) , *Owner, P&TS Marques SA*

was a consultant or contractor to Alex at alx-management (Ltd)

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"I recruited Alex as COO acting while I was CEO of Nemerix. He is very **pragmatic**, he is also very **priority** oriented, very **focused**. His program management skills as well as his very pushy attitude have allowed to put **on track key programs** at Nemerix. I have really appreciated our collaboration... and would work again with him with no doubt if I do have this opportunity." October 10, 2006

**Top qualities:** Great Results, Good Value, High Integrity

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[Vincent Mouret](#)

hired Alex as Acting COO in 2005, client of alx-management (Ltd)

"I have worked with Alex as a colleague on Board of Directors and as a client to his business consulting services. Alex is a highly [analytical](#) and detail oriented individual who has [profound insight](#) in to operational processes, especially in the semi-conductor industry. His [process diagnostics](#) are "spot on", "without the flowers". I look forward to continuing to work with him in the future." October 9, 2006

**Top qualities:** Great Results, Expert, High Integrity

[Eric Achtmann](#)

hired Alex as a Business Consultant in 2005, and hired Alex more than once

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"Alex is a very [dedicated](#) consultant. Having worked on both sides, as a top level manager in various companies and as a director of investments in a venture capital firm, Alex brings with himself a very [broad experience](#) with a [detailed knowledge](#) at all levels of what is needed to make a company successful." October 6, 2006

**Top qualities:** Great Results, Expert, High Integrity

[Paolo Orsatti](#)

worked with Alex as a Business Consultant in 2005

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"Alex has an excellent reputation among the best venture capitalists in Switzerland, both as a founder and as a director. He is excellent at identifying [attractive investments opportunities](#) and at helping them develop. He is not just a theoretical investment specialist, but a [practical, hands-on](#) manager. He has great [relationship](#) and [communication](#) skills." October 6, 2006

[Thierry De Preux](#), *Senior Client Partner, Korn/Ferry International*

was with another company when working with Alex at alx-management (Ltd)

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"Very [professional](#), with deep understanding of the [growth challenges](#). Realistic and efficient"

October 5, 2006

[Benoit Leleux](#), *S. Schmidheiny Professor, IMD*

was with another company when working with Alex at alx-management (Ltd)

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"I already worked as patent attorney with Alex when he was Director of Operations and inventor of several very successful products at TESA Brown & Sharpe, and later for several companies he managed. Alex is really a [great person](#) to work with. He is [incredibly reactive](#), takes [fast decisions](#), and able to explain complicated things with simple words. His technical, managerial and [communication](#) skills were instrumental in the success of the various companies he managed." October 5, 2006

[Christophe SAAM](#), *Patent Attorney and director, P&TS Ltd*

was a consultant or contractor to Alex at alx-management (Ltd)

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"Alex has been for many years a [reliable](#) partner with an [impressive track record](#) in high tech environments, both as a top executive and as a senior consultant. Don't hesitate to call on him for any [critical issue](#), you will not be disappointed." October 5, 2006

[Gérald Bonneau](#), *Founder, fortitude*

was with another company when working with Alex at alx-management (Ltd)

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"I worked closely with Alex in two private equity deals and I was able to notice that he has a high degree of [insight](#) and an industrial [capable](#) mind. Alex is someone you can [trust](#)." October 5, 2006

[Giovanni M. Rossi](#), *Partner, Bonnard & Lawson*

was with another company when working with Alex at alx-management (Ltd)

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