



PRIVATE & CONFIDENTIAL

Jason Micallef
By email, June 2024

Dear Jason

Reference for use as appropriate

To whom it may concern,

Jason worked at Ascent from May 2019 to June 2024. During this time he was pivotal to the transformation of the brand, proposition and positioning of the business in the market that took place. He successfully took over many roles from being our internal and external customer advocate while being our project and product manager for key digital transformations and was pivotal in supporting our sales and marketing team with winning and retaining customers.

In 2019, I acquired Ascent as a €7m, 80 person Maltese software development business. Today Ascent is a €50m, 500 person European Data and AI leader, recommended by Microsoft to many of its Enterprise customers. To achieve this, we made 6 acquisitions and went through a period of high investment in capability and people and needed to completely change all aspects of our customer messaging and narrative. The marketing team were critical to this exercise and Jason was central to all of the activity.

He transformed our website in its entirety, led our campaign enablement for our Microsoft partnership (focusing on customer-centric sign up mechanisms, landing page design and creation, user journey's and addition of customer resources powered by webinar delivery). He regularly worked on critical customer activities, including persona definition, Figma mockups and user journeys for GSK, a global pharmaceutical business. He became our UX expert for big-logo customer acquisition, helping us win customers the likes of Hanson Wade, Brewdog, Virgin Galactic, and The Crown Estate. He also led the building of a German localized version of website as we entered the DACH region and needed a customer-centric presence and voice there.

Jason is a very hard working and hugely popular member of the team across the business, highly valued by his colleagues and able to work in cross-functional and cross-cultural teams without conflict and seamlessly despite remote. He mentored more junior members of the business and really cares about his peers. His can-do and continuous improvement attitude are commendable and have helped build followers even outside his team.

I am very grateful for all of Jason's experience, dedication and hard work, would have no hesitation in employing him again and am happy to provide the strongest reference possible to a future employer.

I wish him well in his future.

Yours sincerely

Stewart Smythe
Chief Executive