PVCASE

To Whom It May Concern,

It is a genuine pleasure to provide this professional reference for Katy Trost. Having worked closely with her during my tenure as CEO of PVcase, I can say with confidence that her guidance was instrumental in both my personal growth as a leader and our company's overall trajectory.

Strategic Guidance and Decision Support

Navigating the complexities of a scaling business often feels like a solitary journey, but Katy served as an exceptional sounding board. Whether we were weighing the nuances of day-to-day operations or looking months ahead at the "big picture," her perspective was invaluable.

Specifically, she helped me navigate some of my most challenging moments as a CEO, including:

- **Fundraising:** Providing clarity and strategy during high-stakes investment rounds.
- **Organizational Design:** Offering a balanced, empathetic, and firm approach to difficult hiring and firing decisions.

Operational Excellence

Beyond high-level coaching, Katy is someone who truly gets into the details. I was consistently impressed by how well-informed and prepared she was for every session. She didn't just offer abstract advice; she rolled up her sleeves to help us implement practical frameworks.

Katy was the driving force behind setting up our OKR (Objectives and Key Results) framework, ensuring our entire team stayed aligned. Furthermore, she facilitated our strategy offsites, turning what could have been standard meetings into high-energy, high-impact sessions that defined our roadmap.

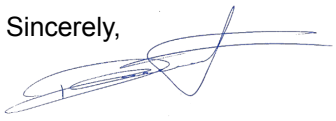
Community and Networking

One of the most lasting contributions Katy made was introducing me to the PERA network. This connection proved to be a turning point, allowing me to integrate into a community of fellow scale-up founders across the UK. The ability to share challenges and learn from peers in similar positions has been a vital resource for my professional development.

Conclusion

Katy possesses a rare blend of deep operational knowledge and genuine emotional intelligence. She is not just a coach, but a dedicated partner in success. I cannot recommend her highly enough to any leader looking to scale their business while maintaining their sanity and focus.

Sincerely,



David Trainavicius, CEO, PVcase