

The 19 January 2025,  
to CUMULUS Secretariat,

I am Isabelle Vérilhac, the Founder and CEO of *Design With Isabelle*, a design expert office for transition towards a more sustainable and inclusive future.

To advocate for design in France, I'm the Development Director at APCI (Agence pour la Promotion du Design) since 2024, and part of the French Design Council.

To advocate for design in Europe, as *BEDA honorary President* (The Bureau of European Design Associations), I'm the coordinator of the *Large-Scale Skills Partnership for Cultural and Creative Industries Ecosystem* under the Pact for Skills initiative.

I had the pleasure of working with Professor Lorenzo Imbesi during the jury of Design Europa Award in 2024 (EUIPO). He was the chairperson of the jury and I appreciate his ability and vision for the future.

As former Head of international affairs (2019-2023) and Head of Innovation (2007-2023) for the Cité du Design and Saint-Etienne School of Art and Design (ESADSE) in France, I know his impressive background.

So, I am honored to write this letter of recommendation for Professor Lorenzo Imbesi in support of his application for the position of next Cumulus President 2025-2028.

Best regards

Isabelle Vérilhac

