

To Whom It May Concern,

November 23, 2024

Mrs. Schechter was engaged by Clorox to help design and launch our first consumer faced website for our Research & Development organization, rolling out our new Evergreen invention submission program enabling customers and partners with an online and interactive process to submit ideas for new and improved products. She also built a new consumer portal and social media network to enable customers to submit issues and provide a shared discussion forum where customers can share product usage experiences, cleaning tips and suggestions with other customers.

In addition to Mrs. Schechter's excellent skills in developing the web interfaces, she exhibited great teamwork while successfully coordinating with a multifunctional team including scientists in R&D, Corporate Communications, Legal and Marketing to build an intuitive portal enabling ease of access by the public, but providing confidentiality and security around idea submissions. Most significantly, she established the seed for R&D's use of social media tools and data mining to identify key influencers, select and prioritize product issues for product improvements, and further rank consumer relevant submissions that now complement Clorox's new product development pipeline process.

I was so impressed by Ms. Schechter's skills, insights, and ability to work with scientific and intellectual property matters that I employed her separately to construct a website (www.anidea-llc.com) and social media interface for my consulting company, AnIdea, LLC. In addition to her background and training in web design, coding, social media, tools, and analytics, Maria demonstrates a great work ethic, is very driven, and exudes a high level of enthusiasm for her work. In addition, her artistic background and rich experience strongly complement her approach to solutions. Maria is very creative, not afraid to think outside of the box, and able to propose new and unique approaches.

Best regards,

Michael Petrin AnIdeaLLC
CEO Scientific Research & Consulting
The Clorox Company Senior Scientist
(925) 360-2361