

Jennifer Vespes

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Dear (NAME),

Giving people peace of mind has been a cornerstone of my career.

As a technical sales leader, I strive to create work environments that challenge teams while ensuring that each member feels inspired and fulfilled. I work to give clients the comfort of knowing that, without a shadow of a doubt, they're in good hands. And I maintain an unwavering commitment to serving as an ally, evangelist, and trusted partner to cross-functional stakeholders and channel partners.

These traits also are what attract me to ABC Cybersecurity—the cornerstone of your business is also giving people peace of mind. And your culture seems to support a similar mindset and approach. I like this about you. I like it a lot.

When I saw that you are seeking a **Director of Presales Engineering, North America**, I decided to introduce myself and share with you the ways in which I could contribute to the transformation and growth of the Enterprise Presales team.

I'm Jennifer Vespes, a senior presales leader with a career built around the SaaS sector. I would be honored to join your team.

What, specifically, would I bring to ABC Cybersecurity in this role?

Inspiring leadership. In my current role as Director, US Presales for Global Tech, I've played a key role in building a team of top-tier sales engineers who interact harmoniously with inside and outside sales teams. These relationships—along with our steadfast focus on maintaining an environment of open communication—has transformed the organization, helped ABC win major enterprise accounts, and enabled us to consistently achieve sales growth.

Technical expertise and business acumen. With a dual educational background in computer science and business administration (MBA), along with ten-plus years of experience in presales engineering leadership, I offer an advantageous blend of tech and business savvy that enables me to maximize customer satisfaction. Clients feel confident that my counsel will come from a place of strong technical knowledge and a firm understanding of enterprise operations.

Year-over-year success representing large, enterprise clients. Throughout my career, I've delivered sales growth, built some of the largest, most important customer relationships, and retained clients through extremely challenging economic times and periods of dramatic organizational change. In 2018, I delivered nearly 22% sales growth, which is particularly notable as we also experienced a reorg last year that required a 25% reduction in our salesforce.

A reputation as a valued thought partner and liaison. My knowledge, focus, and unflappable demeanor have led me to become a trusted partner to people across our ecosystem—executive leaders, clients, channel partners, and cross-functional stakeholders. It's a role I enjoy, and one I would feel confident stepping into as I get up to speed at ABC Cybersecurity.

My resume will provide specific detail on my presales experience, business aptitude and leadership qualifications. I would also appreciate an opportunity to meet and discuss your goals and challenges further and share my specific thoughts on how I could help ABC Security continue its forward momentum across the Americas.

Thank you very much for your consideration. I welcome any follow-up questions and hope to hear from you soon.

Sincerely,

Jennifer Vespes

Judson Phillips

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Dear (NAME),

American Airlines has been one of my favorite brands for as long as I can remember.

Growing up in Chicago, my mom owned a business and became a million-miler flying American. Understandably, this meant that American flew us to every family vacation destination. I loved everything about the experience of flying and, by the time I was 9 years old, I'd decided that I would go to school to become an American Airlines pilot.

I became a marketing strategist and product manager instead, working on behalf of Fortune 500 companies—including the one of the world's largest producers of health and wellness products. I absolutely love my work, yet my fondness of aviation has never waned. When I saw that you are seeking a Product Manager for your Digital Strategy team, I felt compelled to introduce myself and share the ways in which I could help you in your efforts to grow and innovate.

I'm Judson Phillips, a technology-focused marketer and product manager with specific expertise in developing customer-driven ecommerce strategies, platforms, and technology enhancements that ease the path to purchase and drive revenue growth. I would be honored to join the American Airlines team.

What, specifically, would I bring to the Digital Strategy team as your next Product Manager?

Direct experience creating a true shopping experience—one that feels both engaging and efficient to consumers, and more than a necessary transaction. For the past three years, I've been a key contributor on a team that transformed XYZ Company's core mobile commerce product from an underperforming app to become a key revenue driver for the organization. Prior to this, I served as associate product manager at ABC Digital. Our main goal, with every client project, was to optimize user experience through creative and strategic use of vivid, impactful page layouts, design, and features.

Cross-functional collaboration skills. In each role I've held, the success of our work has relied upon everyone's willingness and ability to come together—product managers, developers, UX designers, and other business stakeholders—and build great products and incredible user experiences. I thrive in heavily matrixed environments and often serve as the main liaison between disparate groups.

Demonstrated success in combining web analytics data with consumer insights to uncover potential gaps and opportunities, and to inform decisions on features and functionality for products and product features.

An insatiable desire to create something truly special. My mission as a product manager is to always build things that make consumers say, "Whoa. How did they do this?" and then go tell their family and friends. I'd be honored to build these products on behalf of American Airlines.

(NAME), I believe my passion for the brand, digital and product management strengths, and cross-functional collaboration capabilities would serve you well. I would love an opportunity to learn more about your specific goals and needs and share some thoughts on how I could support your efforts to continue producing game-changing digital products.

I appreciate your consideration. May we meet to discuss the role?

Regards,

Judson Phillips