

INTRODUCTION LETTER

Date

Address

Dear _____:

Attached please find my resume. Please allow me to introduce myself in the event that my background matches any of your search assignments.

My expertise:

- Identification and leveraging of competitive advantage
- Alignment of strategy and tactics
- Improvement of financial performance
- Increase of revenue and profit across all channels of distribution

Over a seven-year period, I grew sales by over \$400 million, profits by 114%, unit volume by 113%, and market share by 100%. In a single year, I added \$106 million to the bottom line.

I am looking for an opportunity as a senior marketing, marketing / sales, or strategic planning executive. My target company is in CPG or B2B, in need of the kind of expertise I can provide.

I would like to speak with you in person about any of your appropriate search assignments. Also, I am a member of networking groups, including Westport Group, New Canaan CaTS, and Schegg Group, and I would be happy to serve as a resource in any of your search efforts.

Sincerely,

Name

Address

Phone

Email
