

Steven Riley

Product/Project Manager ... participate in all phases, from product development through delivery

Coordinate multiple products and projects, focusing on the expansion of sales. \$9.1 million in sales increases throughout select international markets. Product management, applying exceptional/expert knowledge of new products.

Date

Contact

Company

Address

City, State Zip

Re:

Dear Mr(s)._____:

In today's environment, it's important to hit the ground running concerning your product lines, showing your competitors and business relationships exactly what a powerhouse your company continues to be. Bringing aboard a professional with an impressive record of generating millions from his existing product line will be pivotal to your team ... a person who can jump right in and offer a fresh approach to selling and marketing your products nationally and globally.

My current role with TriBech involves heavy involvement with global markets, along with consulting on and participating in the business development and marketing end of that role. We're continuously in the midst of rolling out new products that require my input and direction every step of the way; initial market research and polling existing clients for need to consulting on product mapping and market planning. With the depth of this knowledge, I'd be a perfect fit for the product management position at your company. You need a person who will bring new product "sustainment," along with maintaining strong, and growing, sales from your core products.

Accentuating my product management background, note that I started my career going through the ranks serving within sales and as senior application engineer. A person with a well-rounded background will certainly offer benefits beyond the obvious. Another key point is I possess a bachelor's degree in Mechanical Engineering. Certainly, a nice combination of skills to ensure the product end of your business excels and prospers accordingly.

When considering my candidacy, keep the following of my accomplishments in mind:

- Assisted company regain **#1 position for market share in North America**
- Developed and launched new product innovations, generating **\$3 million in added revenue**
- Grew sales **ten-fold in India, 143% in Latin America, 54% in Asia**

Given the opportunity, I would quickly comprehend your industry's product lines and identify target markets to develop key accounts with unparalleled customer interest. I look forward to having an opportunity to discuss with you how I may fit in and complement your team. Please feel free to call me at (817) 446-9912.

Thank you for your time and consideration.

Sincerely,

Steven Riley

Attachment

RÉSUMÉ TO REFERRAL...

Résumé and Career Services

© 2008, All Rights Reserved, Teena Rose
Call Teena today at (937) 325-2149, for a high-quality resume and cover letter. Ask about the additional job-search assistance available.