

Joe Executive
100 Main Street * Santa Cruz, California 90000
jexec@hotmail.com * 831-800-8000

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COVER LETTER
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January 15, 20XX

John Smith
Chairman
LCC Company
2000 Olympic Street
New York, NY 10000

Dear Mr. Smith,

With a stellar track record of increasing market share, profitability and product offerings for my employers, it is my pleasure to submit my resume for your opening of President for LCC's North American division. I believe that, on review, you'll recognize that my background is exactly what LCC needs to lead it to the next level.

My greatest strengths are those most necessary to continued, consistent growth and prosperity:
** Proven success in identifying markets, strategic thinking and planning, and problem solving.

** Strong leadership for product-development teams and the willingness and ability to take bottom-line responsibility for pricing, marketing and promotion plans.

** A career-long record of consistently increasing global market share and profitability.

** Outstanding ability to develop new marketing channels and strategic-alliance programs in increasingly important global markets.

My intimate knowledge of all phases of business activity, along with specialized abilities that set my performance apart, enable me to offer a genuinely unique talent. I'm confident I can bring to the table a package of skills, experience and abilities that will provide you with an invaluable resource.

I thrive in an atmosphere of challenge and excitement such as that offered at LCC Company, and look forward to discussing with you personally how my abilities can best serve your needs.

Sincerely,

Joe Executive

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RESUME
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QUALIFICATIONS PROFILE

Highly accomplished visionary executive with domestic and international experience in operations, P&L management, technology development, acquisitions, and strategic planning with both start-up and growth organizations.

** Results-oriented leader with proven success in market identification, strategic thinking, planning and problem solving.
** Provided strategic business planning, leadership for product development teams, bottom line responsibility, pricing, marketing and promotion plans.
** Proven track record of consistently increasing sales, global market share and profitability.
** Established new marketing channels and strategic alliance programs in Asia and Europe.
** Served as highly successful company and product spokesperson.
** Thrive in entrepreneurial, dynamic, and fluid environments while remaining pragmatic and focused.

KEYWORD SUMMARY

CEO, President, Vice President, senior executive, domestic, international, profit and loss management, P&L management, operations management, technology development, product development, product marketing management, market identification, marketing channels, US, Asia, Europe, acquisitions, strategic alliance programs, strategic planning, startup, growth, problem solving, sales increase, market share increase, profitability increase, cost reduction, MBA, BSEE.

EDUCATIONAL BACKGROUND

Master of Business Administration, M.B.A.
University of Michigan, Ann Arbor, Michigan

Bachelor of Science in Electrical Engineering, B.S.E.E.
University of Notre Dame, Notre Dame, Indiana

PROFESSIONAL EXPERIENCE

123 COMMUNICATIONS, INC.-Santa Clara, CA, 1992 to Present

President and CEO

Serve as President and CEO of \$40 million communications infrastructure service provider with eight district offices and net field profit of \$3.8 million.

Oversee bottom-line factors including, company vision, long-range strategic planning, global product management planning, software development processes, and market research. Direct all operations for installation and service provider for infrastructure systems: LAN, WAN, fiber optics, voice and data networks. Redefine organizational structure, oversee major pricing decisions, and perform monthly financial evaluation of company results. Open new marketing channels, and establish strategic alliances. Provide cross-functional management; direct three Vice Presidents, COO, CFO, and eight District Managers; and general oversight of 500 employees.

Key achievements:

** Increased sales from \$22 million to \$40 million in five years.
** Substantially improved productivity while reducing staffing and operating costs by 28%.
** Returned company to high profitability through strategic and efficient restructuring.
** Developed and introduced successful new products on the international level.

XYZ DRIVE TECHNOLOGIES, INC.-Birmingham, MI, 1987 to 1992

Vice President, Marketing

Served as Vice President of Marketing for \$25 million hard drive manufacturer serving global markets.

Directed regional and international marketing organization including national managers, regional managers, and product managers. Spearhead vision, strategy, and execution of global business operations. Accountable for staffing, strategic directives, and training of national

marketing teams. Developed and implemented strategic marketing plans, established marketing and sales objectives, and prepared company-wide sales forecasts. Directed international project teams through due-diligence, prioritization, and development. Participated in the research and development of new disk drive technology. Established Performance Drive Europe and Asia operations. Reported to CEO.

Key achievements:

- ** Increased annual company revenue by 36%.
- ** Achieved extraordinary market share and revenue results leading directly to joint ventures.
- ** Effectively led international project teams to proven results across lines of businesses, geographic borders, time zones, and cultures.

AAC INSTRUMENTS, INC.-Birmingham, MI, 1982 to 1987

Product Manager

Served as Product Manager for \$13 million keyboard and peripheral manufacturer.

Directed product and regional/international marketing operations. Participated in development of new keyboard technology. Recruited, trained, mentored, and developed new keyboard management team. Negotiated major OEM keyboard contracts.

Key achievements:

- ** Increased revenue from zero to \$13 million in five years by expanding market share and establishing alliance initiatives.
- ** Successfully resolved problems resulting in 12% cost reduction.
- ** Recipient of top-performance achievement award.

PROFESSIONAL ASSOCIATIONS

INSTITUTE FOR GLOBAL COMMUNICATIONS, 1996 to Present

ASIAN AMERICAN MANUFACTURING ASSOCIATION-AAMA, 1987 To Present