September 1, 20XX

XYZ Beverage Company

Box Number

Street Address

City, ST Zip Code

Dear Search Director,

Having director-level experience in the beverage industry, I am very enthused to be responding to your job posting for Director of Sales and Finance, which I found on Michigan’s Ross Business School website. The position is an excellent fit with my competencies and work history. Here is an outline of how my qualifications meet your requirements:

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| --- | --- |
| **Position Requirements:** | **My Qualifications:** |
| * Executive-level experience | * Past director of $1.2 billion company |
| * Track record of sales achievements | * Increased sales from $50 million to $450 million through acquisitions and expanding into new markets |
| * Manage large teams | * Led teams of up to 500, including 10 management direct reports and over 400 indirect reports |
| * Skilled in financial management | * Oversaw P&L for $200 million division, cutting costs by 15% while helping organization achieve revenue targets |
| * Beverage industry product marketing | * Five years experience working for Pepsi as marketing director of bottled water division |
| * MBA | * Earned MBA from Ross, 2002 |

Based on my research, I understand that XYZ Company is on a solid path for growth with the expansion into Z beverage market. I look forward to learning more about the opportunity and discussing how I can help XYZ meet its objectives. You can reach me at 111.222.2222, or via email at [sundeep.gupta@tmail.com](mailto:sundeep.gupta@tmail.com).

Sincerely,

Sundeep Gupta

Attachment (Resume)