

John Anderson

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"Having worked with John in a very dynamic and fast-paced environment, I was always impressed with his ability to look straight at the goal and help guide the team to the objectives. This ability was invaluable to the group when working with various organizations, people, and processes to build cohesive business and marketing plans spanning our worldwide organization."

Vice President of Marketing
Remintar Technology, Inc.

"John can be counted on to take an assignment, project, or complex problem and pull the right resources together (people and funding) to drive to success. He works to understand the customer needs, requirements, and pain points and then addresses those in creative new ways. One of the most talented individuals I have had the pleasure to work with in my 18 years."

Worldwide Vice President
of Marketing
Remintar Technology, Inc.

[Date, inside address, salutation]

As a business and marketing leader in program management and process improvements that have increased revenues and reduced costs, I offer a combination of knowledge and skill sets that will benefit your company. My expertise in leading companies through periods of growth and change has prepared me for any number of challenges that your company may be facing.

Highlights of my achievements during my rapid growth at Center Technology Inc. include:

As Marketing Manager for the global business unit:

- Led a global team of marketing and product managers to redefine the program scope, which increased storage revenue by more than \$50 million incrementally in 6 months.

As Marketing Manager for the hardware program:

- Directed the reduction of over 120 marketing programs with a \$13 million quarterly budget down to 8 marketing programs with an \$8 million budget.
- Implemented promotions and extensive training programs to increase cross-sell of PCs and support services by over 25% and server.

As Business Planning Manager:

- Leveraged the company's global account organization and sales force to increase global accounts revenue by more than 12%.
- Improved relationships between the Americas' regional business and marketing teams through the implementation of best practices.

If you need a strategic marketing executive with strong business acumen and out-of-the-box problem-solving talent blended with extraordinary team leadership and the ability to execute tactically, then I am your candidate. I would welcome the opportunity to discuss how my vision, creativity, and skill sets could benefit your organization. May we meet?

All best,

John Anderson