

Dear (Hiring Manager),

I am delighted at the opportunity to apply for the Sales Director position.

Below is a short synopsis of my career to date, which identifies my credentials for being a great success in this role. I have a proven track record of increasing market share, profitability and delivering successful innovation in highly competitive FMCG markets. More detail and specific examples can be found in my profile/ CV below.

***BA (2 : 1) in Business Studies. FMCG trained by Procter & Gamble with assignments in Customer Management and Category Development before leading P&G's £250m Household and Personal Care business unit with Asda. Headhunted to join Kelloggs, initially building a strategic Trade Marketing/Category Management team of 12, before moving on to Business Team Manager leading a team of 40 Senior NAM's and Category Managers - largest business unit delivering over £350m turnover from a range of customers including Tesco and Sainsbury. Subsequently moved to current Marketing Manager assignment to enhance all round commercial experience through responsibility for consumer marketing and P&L of Kellogg's Snack range.***

I am very creative, articulate, analytical and commercially-aware executive with highly developed problem solving skills honed within the NPD, Marketing and Commercial functions.

(Company name) intrigues me as I consider your company has both inspirational people and strong brands. With my experience and positive attitude I am confident that I would add significant value to your organisation.