

# Director, Strategic Accounts Cover Letter

725 Larkin Junction Josefberg, NH 42860

**Dear Tyler Homenick,**

I submit this application to express my sincere interest in the director, strategic accounts position.

Previously, I was responsible for leadership and subject matter expertise to the CVG field on the changing healthcare dynamics and the needs of the Administrative customer.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Develop close and positive working relationship with TDAF Sales teams, CBCs and DFG staff to communicate sales/relationship strategies and deploy a "oneTD" approach to ensure consistent approaches and support from partners
- Effectively network within the Auto Industry to obtain market information and help deploy TDAF's floorplan product and services
- Effectively use TDAF's CRM and Commercial CARMA platforms to develop target market and relationship management opportunities that contribute to TDAF's objectives
- Jointly with the DFG and CBC's, review dealer financial data to ensure dealer portfolio performance is within normal tolerances and implement action plans to correct where necessary
- Work closely with DFG to monitor dealer performance indicators and audit results
- Provide feedback to management and executives on the effectiveness of offers and initiatives and provide suggestions based on market impacts and competitive pressures
- Experience in Commercial lending with dealer financing/floorplan lines and/or automotive retail financing via dealerships

**Thank you in advance for reviewing my candidacy for this position.**

Sincerely,

Hayden Howe