

Retail Product Manager Cover Letter

406 Barton Passage Kossland, MN 49849

Dear Bellamy Stanton,

In response to your job posting for retail product manager, I am including this letter and my resume for your review.

In my previous role, I was responsible for support and solutions to cross-functional teams such as Media, Technology, Analytics, Consumer Product Goods (CPG), Advertising, and Live Events.

My experience is an excellent fit for the list of requirements in this job:

- Experience conducting market and competitive research
- Strong presentation skills and comfort engaging with senior leaders
- Experience working with Marketing to assess value of new offers and build the value prop
- Experience working with IT, sales processes, pricing and other cross-functional business units to bring ideas to market
- Experience on marketing programming/planning on retail channels (on top of which with BD experience preferred)
- Strategic planning experience (with traceable product development projects preferred)
- Portfolio rationalization and pricing management (including value chain analysis)
- Supporting BD sales team in delivering annual AOP

I really appreciate you taking the time to review my application for the position of retail product manager.

Sincerely,

Gray Howell