

Senior Manager, Retail Cover Letter

80051 Jast Station East Johnnystad, IA 16830-2840

Dear Parker Bayer,

I submit this application to express my sincere interest in the senior manager, retail position.

In the previous role, I was responsible for market based input into the current portfolio and new and innovative products, services and solutions which meet the needs of the assigned market(s).

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

- Experience with retailer/manufacturer relationships
- APT or other test and learn software experience
- Strong proven analytical and commercial skills
- Change Management skills/ proven success in turnaround business
- Excellent negotiation skills, independent negotiator
- Thorough understanding of Finance, Category Management & Shopper Marketing concepts and principles
- Excellent leadership skills, focusing on development, building and steering the team in a high performance culture
- Direct Gift Card or CPG experience

Thank you for taking your time to review my application.

Sincerely,

Briar Doyle