

Senior Manager, Strategic Initiatives Cover Letter

13841 Jeremy Shoals South Maryjane, NC 47227-5499

Dear Greer Ledner,

I am excited to be applying for the position of senior manager, strategic initiatives. Please accept this letter and the attached resume as my interest in this position.

In my previous role, I was responsible for leadership and direction to the commercial team (Sales and Marketing) and build strong talent pipelines for the GI Franchise.

Please consider my experience and qualifications for this position:

- Support business planning activities for Debit and Credit card teams
- Strong business and financial acumen with experience in building business cases, analytics insights and market trend analysis
- Prior project delivery experience and Financial industry experience, preferably in a product management role
- Broad program/project management experience
- Demonstrated success managing large complex programs/project utilizing multiple delivery methodologies (Agile, Waterfall, SCRUM)
- Conduct external market research, benchmarking and definition of KPIs
- Excellent leadership, analytical, and project management skills
- Self-starter, proactively engages with business partners to develop solutions that deliver competitive advantage for VF

Thank you for taking your time to review my application.

Sincerely,

Dallas Smith