

VP, Strategy Cover Letter

3206 Chas Vista Juleeburgh, VT 91183-6409

Dear Dallas Johns,

I would like to submit my application for the VP, strategy opening. Please accept this letter and the attached resume.

In the previous role, I was responsible for leadership and be the expert on the competitive landscape, driving processes to define competitive intelligence, market trends, and customer needs.

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:

- Experience in linear and non-linear video advertising sales models
- Experience architecting and implementing programmatic advertising technologies
- Experience with video order management, ad insertion, ad experience management, ad routing, ad decisioning, forecasting, inventory management and reporting technologies including FreeWheel and DFP
- Experience with display ad serving technologies including DFP
- Experience with audience data management platforms including Adobe Audience Manager
- Able to accomplish goals without direct management of implementation resources, through cooperation with other groups
- Partner/vendor resource and relationship management
- Comfortable navigating ambiguity and working with large amounts of information

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,