

Cover Letter Format

1.

Contact information

Brian Cropper, MBA

Chief Executive Officer

Address: Main Street, City
Email: your@email.com
Cell: (111) 123 - 456789
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2.

Salutation, greeting

Hiring Manager's Name
Company Address

Dear (Insert name),

3.

Opening part

I am a successful CEO with a track record of growing businesses and increasing revenue. I am a strong leader who can drive growth and innovate, while motivating staff through clear business goals and vision.

I believe I'm suitable for this role because I can add significant value:

4.

Middle part

- **Leadership** – I led the global development and deployment of a Customer Success model and a cross-sell model which leveraged existing customer relationships to sell additional solutions. This resulted in adding more than 15% revenue in the first year.

I have a personal leadership style which promotes respect, trust and commitment which I combine with my drive for organisational strategy that moves the business forward.

- **Financial Management** – I have a deep understanding of strong financial business management. I have managed P&Ls for a third of the global business of Serrala, ensuring that business decisions are rooted in sound financial knowledge. This has resulted in top line revenue growth of more than 40% and profitability by 185% over the last 2 years.
- **Innovation** - I have a successful track record of developing innovative ways of working to improve the Customer Journey and to develop a more agile and collaborative internal methodology. This has led to a more Customer-centric focus increasing retention and reducing churn.

5.

Closing part

I would welcome the opportunity to meet to discuss the contribution I could make to this role, and to your overall organisation, and I hope to hear from you in due course. Please contact me at my telephone number or email address to find time for us to meet in person.

Thank you for your time. I am looking forward to hearing from you soon.

6.

Signature part

Yours sincerely,

Brian Cropper