

Response to Identified Advertisement

(Date)

Mrs. Eleanor Bishop
Chair, Search Committee
408 Massachusetts Avenue
Cambridge, MA 02102

Dear Mrs. Bishop:

The "Director, Sustaining Fellows Program" posting which appeared in the HBS Alumni Job Bank describes closely the work I currently do at the Crawford Museum of Art.

For the past fifteen years I have held various administrative positions in the Museum, ranging from Assistant Curator of Special Exhibits to my current position as Director of Business and Industry Relations. In my eight years in this position I have performed all of the functions described in the advertisement.

Currently I am working with Trustees and Corporation Members to expand the Museum's "family" of donors. I have designed special events and trips to accomplish this task; the "Evenings at The Crawford" series I developed has attracted over 240 new contributors to the Museum.

During the week of March 28 I will call you to see if you would like to discuss my background in greater detail. If you should wish to be in touch with me before then, my direct line is 617-234-5678.

Sincerely,

Your Name

Response to Identified Advertisement

(Date)

The Wall Street Journal
Box T-300
City, State Zip Code

RE: President

In response to your advertisement in *The Wall Street Journal* of (date), I have listed some of my qualifications to parallel your stated requirements.

YOUR REQUIREMENTS

1. Dynamic professional with top-level management experience
2. Proven track record in sales.
3. Experience in financial administration.
4. Sales management background.
5. Consumer hardgoods experience.
6. Product development experience.
7. MBA degree

MY QUALIFICATIONS

1. Former President of \$100MM division of conglomerate. Chairman of two subsidiaries.
2. Built sales from \$15MM to \$100MM in 3 years by internal growth and acquisition. Profits #1 in corporation.
3. Total P&L responsibility for 6 enterprises in the division.
4. Former VP Marketing for \$400MM corporation.
5. Experience in major housewares.
6. Successfully developed and introduced new food product for competitive consumer market.
7. Graduate of Harvard Business School

There are other areas of accomplishment in my background that should be of interest to you. I look forward to a personal meeting at which I might discuss them with you.

Sincerely,

Your Name