

Informational Interview Request

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Mr. William Toulter
Marketing Director
The Edgemont Group
55 Westman Street
Los Angeles, CA 60032

Dear Mr. Toulter:

I am a recent graduate of Harvard Business School and was researching marketing-focused companies in the L.A. area when I came across the website for The Edgemont Group. I was pleasantly surprised to see an HBS alumnus in the "Partner Profiles" section. I was further encouraged to find your contact information in the Alumni Database.

I will be moving back to L.A in November, and would welcome the opportunity to speak with you about The Edgemont Group, the state of the L.A. market/economy, and any advice you may have for my L.A.-based job search. I make frequent visits to the city and would be happy to meet for coffee at a time that is convenient for you. Please let me know when you are available and I will email you the dates I will be in town

I spent five years prior to business school developing online strategies for Fortune 500 companies; while there, I specialized in consumer research both in the United States and abroad. The firms I worked for were fairly small, and I was therefore given significant responsibility to lead the strategy efforts and interface with our client's top officers.

I believe it is very important to enjoy your work, and that is why The Edgemont Group aroused my interest, as it combines the two aspects of business I am most passionate about: marketing and strategy.

Thank you for your time. I look forward to speaking with you.

Sincerely,

SIGNATURE

Kiki Nolon