

BENJAMIN SMITH, MBA

+phone | email | residence

Date

Name

Title

Company

Re: Penetrating Latin America markets

Dear [Name]:

With extensive experience and success on the ground in LATAM building robust pipelines and promoting B2B sales of data management software, I am confident I possess the skills and qualities you seek for the position of VP Business Development.

As Business Development leader for Latin America, I transformed a minimal, stagnant market presence into a **diversified, multi-sector pipeline of qualified leads valued at \$12M**.

Prior to that, I drove strategy development for our flagship software product in the region and **won the competition for the \$1.2M contract** that became our **point of entry into Latin America**.

If you would like to know more about how I can add value to your Business Development team, I welcome the opportunity to meet with you in person. Thank you.

Sincerely,

Benjamin Smith