



**CEO | PRESIDENT | BOARD MEMBER**

**Catalyzed >\$6.7B in Revenue + \$3B in Profits Career-Long**

Date

Name of Recruiter  
Title  
Name of Organization  
Street Address  
City, State Zip

Dear Name of or Recruiter:

**RESULTS SNAPSHOT**

- Captured hundreds of millions in savings, building the business case for and leading the merger of 5 entities into 1. [Smith]
- Carved out record high profit gains and enabled expansion through 22 acquisitions totaling \$167M while maximizing company market value (\$489M) and footprint. [Delta]
- Fueled 59% profitability in the midst of post 9/11 recession. [Vasco]

As a performance turnaround executive with more than 12 years of C-level leadership and M&A-fueled growth for market leaders such as Coca-Cola, Delta, and Smith Wesson, I excel at delivering +20% sales and +15% profitability gains. If you have a client company in search of an articulate results driver, perhaps we should talk.

Recognized repeatedly for producing in excess of \$560M in savings and synergies, I have proven my ability to optimize sales, distributions, and supply chain operations.

<b>EXPERIENCE PROFILE:</b>	
<b>CAREER TRAJECTORY:</b>	Rose into senior sales, marketing, operations & distribution roles with COCA-COLA before joining VASCO as <b>President of Manufacturing, Distribution &amp; Supply</b> and <b>President/CEO</b> . Served DELTA as <b>Executive Group VP of Operations</b> and was subsequently recruited as <b>President/CEO/Board Member</b> for SMITH WESSON SUPPLY.
<b>LEADERSHIP STRENGTHS:</b>	Visioning & Strategic Planning   P&L Maximization   Sales Operations Management   Supply Chain Optimization   Purchasing   Cost Containment   M&A Strategies & Integrations   Technology Integration   Profit & Market Value Growth   Continuous Process Improvement   Board Governance
<b>BOARD EXPERIENCE:</b>	Currently a Board Member of Smith Wesson Supply ❖ Previously served on the boards of Ben & Jerry's   Advent Medical   Van Camp Dealer Association   Wendover Beverage
<b>CREDENTIALS:</b>	<b>MBA   BS in Business Administration</b> ❖ University of Colorado

My objective is a C-level leadership or board role within the food service, supply chain logistics, or multi-channel distribution industries. I am open to relocation and my total salary expectation is in the mid-7-figure range.

I am available to interview with any clients you may be working with at your convenience, and appreciate both your time and consideration. Thank you.

Respectfully,

Karla Noriano  
ENC: Résumé

**PROJECT:** Karla is a senior executive with extensive experience in leading multi-industry companies; she's also an experienced board-level contributor. She presented as someone who had achieved her goals in her current role and is ready to seek out her next challenge.

**DOCUMENT:** Because Karla's experience spanned multiple operational functions and industries, I categorized her experience as such in her resume. I also embedded key achievement snapshots within her summary to set the stage for the work history presentation to follow. Karla is comfortable with strong visual branding so I created a logo for her which I carried over into her cover letter. This document highlights some of her achievements in a small text box set aside from the body of the letter. The rest of the recruiter letter is designed to quickly detail issues of importance to recruiters without requiring the reading of lots of extraneous text.

**RESULTS:** Karla leveraged LinkedIn networking with recruiters and reached out to a select few previously unknown to her. She landed quite a few interviews & is, at present, negotiating a combination of C-level executive & board roles.