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*"Beer is living proof
that God loves us
and wants us
to be happy"
- Benjamin Franklin*

International Marketing of Beer, Wine, and Spirits

Specialty Foods • Fast Moving Consumer Packaged (FMCP) Brands

Turnaround Expert with Successes in Hong Kong, Brazil, Australia, and Russia

Global Market Troubleshooter • Corporate Strategist • Recent MBA (INSEAD)

June 27, 2012

Kevin Jones
Spencer Stuart International
144 East 52d Street
New York, NY 10010

RE: General Manager for Asia-Pacific

Dear Mr. Jones:

I think Ben Franklin had the right idea way back in 1762. I don't know anybody who enjoys the beer business as much as I do – especially the daily competition, strategy, and interplay with professional sports. Currently I am a global marketer and turnaround expert with SAB Miller.

Recently I graduated from INSEAD with an MBA (Finance) and although I've tasted some great successes in sales and marketing – especially in Hong Kong and Australia – I am eager to apply my know-how in the realm of general management. That is why I am contacting you today.

People say my top strength is execution. I take action when I see an opportunity, and can hit the ground running for an opportunity, such as GM of Heineken's Asia-Pacific Region, for example:

- As Director of Marketing Operations, China (2010–2011): Dispatched from HQ and – within one month – fixed a chronic integration problem with local subsidiary.
- During (2009–2010), as Marketing Director for Asia, I led an 18-person task force that turned-around Miller's second-biggest business by volume (€780M sales) and won the "Must Win Battle."
- In my current position, as Global Brand Portfolio & Marketing Director, I lead an elite, 12-person team that has already accelerated top-line sales by 10% in all areas of Asia except China.

Please review my resume to see if a fit exists for the GM position. I'd appreciate an opportunity to compare notes and discuss your requirements during an interview. I'd also like to hear more about this position, which sounds like a great opportunity.

Thank you very much for your time and consideration, Mr. Jones. I look forward to hearing from you!

Sincerely,

Karl Schmidt

As you can tell from his opening line, Karl really likes the beer industry. He's originally from Holland and is very competitive in both sports and business.

One of the things he really likes about the beer industry is its ties to professional sports. And he enjoys the analytical, creative (advertising), and budgeting challenges of a major turnaround.

He's had a successful career so far at Miller – three promotions – but he's only been there about 3 years.

So the challenge is explaining why he's changing jobs again – i.e., “if things are going well, why do you want to leave”? The basic answer is that he just graduated from MBA school and wants to advance into General Management.

That is basically the #1 priority of this letter, namely, to pre-empt questions about job hopping. Second-tier priorities are to show enthusiasm for the industry and his biggest, concrete successes with current employer.