

JONATHAN PEIRCE ALBRIGHT, III

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"84% of corporate executives believe their IT Services pose a roadblock to business growth and prosperity."
Wall Street Journal

June 8, 2012

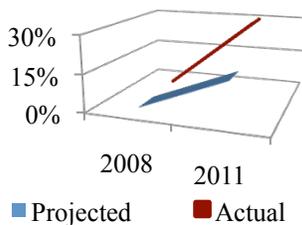
Robert Strickland
Chief Executive Officer
Digicorp USA
394 SE 24th Street
San Mateo, CA 97006

Rob,

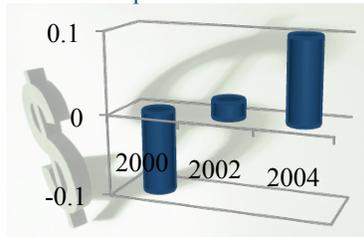
Does your IT organization spur business growth or get in the way?

If you're like most CEOs, you don't like the answer to that question. Executives at AMD, AOL and Netscape didn't like the answer, so they turned to me to orchestrate change. As the graphs below portray, my teams and I spurred consistent YOY growth in enterprise profit and performance:

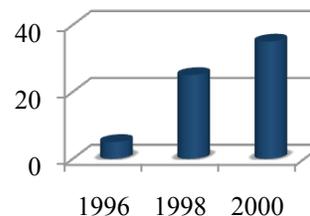
Doubled Global IT Cost Reduction
(Projected to Actual)



Turned AOL Customer Support team
from cost center into double-digit
profit center



Grew Netscape Customer Base 7X
(in Millions)



But that's what I've done for your market competitors. Let's talk about what I can do for you.

Over the past month I have reviewed the literature, analyzed your market's trends, studied the competition and had a long discussion with your COO, Bob Hoskins. As a result, I've formulated a 4-point strategy to drive the changes you want at DigiCorp. Here are some results you can expect:

- **Technology and business alignment leading to 8-12% first-year cost savings.**
- **Global consolidation elevating your IT Services organization to top-5 market provider.**
- **New platform strategy that doubles your current services revenue in the next three years.**

Let me prove to you that a healthy, robust IT Services organization can chart the fastest and most sustainable course to business growth and prosperity. I'll call next week to set up a time to chat.

Sincerely,

Jonathan Peirce Albright, III

Jonathan was looking to move his family and career back to Northern California/Silicon Valley and had already identified three target companies to approach. During the resume writing process, I coached Jonathan to network with key players from his targeted companies and to learn as much as possible about their current and future market challenges and opportunities. By the time we completed his resume, Jonathan had connected with Digicorp's COO and formulated a 4-point strategy to improve their business performance. In this letter we capitalized on visual data, a notable quote at the top of the page and poignant question to capture and hold our reader's attention.

Jonathan's 4-point strategy served as the key differentiator and unique selling proposition. Digicorp's COO had mentioned to Jonathan that Mr. Strickland, Digicorp's CEO, preferred to be addressed by his colleagues on a first-name basis so we captured that sense of familiarity by addressing him as Rob.