

# CHARLES ANDERSON

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**2013:**

↑ 48% PROFIT

↓ 80% COST

**2012:**

↑ 38% PROFIT

↓ 60% COST

**2011:**

↑ 34% PROFIT

↓ 65% COST

**2010:**

↑ 28% PROFIT

↓ 45% COST

**2009:**

↑ 26% PROFIT

↓ 70% COST

**2008:**

↑ 25% PROFIT

↓ 35% COST

**2007:**

↑ 30% PROFIT

↓ 40% COST

**March 23, 2013**

Mr. Tom Ward  
Chief Executive Officer  
TechBuild

*"We were in the red when Charles came on board. I don't know how he managed it, but his solutions cost us next to nothing. He knew exactly what to do, where to be, and what to change. In just 18 months, he turned us around. We just broke the \$100M mark — and it's because of Charles."*

— **Emily Johnson**, Founder and CEO of *OmniMin*, a tech startup.

**COST REDUCER ■ PEOPLE MOTIVATOR ■ SENIOR TECH EXECUTIVE EXTRAORDINAIRE**

I am submitting my cover letter and resume to you today to accomplish something I have done several times previously: eliminate my own position. I have successfully eradicated issues, overhauled infrastructures, and adjusted numbers in favor of my employers (I urge you to see the bar to the left.)

As I had previously mentioned on the phone with you, Tom, I am ready to tackle *TechBuild's* challenges, forge solutions, and craft a roadmap for future success—which I know your company is struggling with. A few examples of success we spoke only briefly about include:

- **DOING MORE WITH LESS:** As Director of Technology for *Artnen Inc.*, I reduced my budget from \$20M to \$8M through infrastructure reconfiguration, while never losing sight of quality ... which improved by 25% over 2 years. This was the first time I worked myself out of a position, an achievement I am proud of to this day.
- **LIGHTING TEAMS' FIRES:** In more than 6 roles, I mentored and motivated several senior-level managers who were struggling with their positions. Turning around their attitude and skills helped transform their groups, resulting in a combined total of \$50M+ in additional revenue ... all through the power of motivation.
- **"PULLING A CHARLES":** My previous role as CTO of *Hanaito Marketing* saw several obstacles during the joint venture and subsequent merging of offices. I inspired a spirit of collaboration among the new management teams, relieved tension, and gained consensus for new processes. This is now known as "pulling a Charles" across the company.

Tom, I enjoyed our previous phone conversations. Our past collaboration enabled the success of my previous employer, and I truly look forward to the opportunity to work with you again. I will call you on March 26 so we can wrap up the discussion of my vision for *TechBuild's* IT and IS success. Thank you for your time, and I'll speak with you again in a few days!

Sincerely,

Charles Anderson

**Overview:**

Charles is nearing the end of his career, but he is determined to dramatically improve a few more companies before he retires. His goal is unique. He wants to be hired into a senior tech role and succeed so thoroughly that he is able to bow out and eliminate the need for the position altogether (saving the company additional money). He discovered this interest in several previous roles where he accomplished just that.

Charles already had his foot in the door with the hiring manager, Tom. They had worked together on and off over the years—most recently at Charles's previous employer. Tom left to become CEO of *TechBuild*, where he quickly discovered that both the IT and IS of his new company were in serious trouble. Charles had several calls with Tom to express his interest and discuss options prior to his need for a cover letter and a resume.

**Format:**

The numbers in the left column are summaries of overall annual achievements to show a steady progression of success. The points discussed in the cover letter are almost entirely new to Tom; Charles had mentioned the stories briefly, and wanted to expand on them here, as Tom had inquired about them specifically.

The blue color, the inversed first name, and the squares all match Charles's personal brand that appears on both his website and on his personal business card. He recently overhauled and updated the brand, and wanted it reflected on the document.

Charles's personality peeks through the document in several areas. He has a large sense of humor, but aims to keep it professional. His personal style of communication appears in several places, such as the title keywords and the "Pulling a Charles" bullet. He also enjoys a bit of shock factor (part of his humor), which contributed to the interesting introduction.

**Result:**

Charles and Tom did indeed speak on March 26 (mentioned in the conclusion of the cover letter). Charles was offered the job the next day, and he accepted with gusto.