

Marie Dennis

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January 6, 2012

Ms. Estelle Nordberg
President and CEO
Mahvelous Innovations, Inc.
888 Monterey Ave, Building E, Suite 300
Monterey, CA 90210

Dear Ms. Nordberg:

Whether the issue is employee transition, retention, development, or selection – I am a big believer in **DEPLOYMENT**, and not just **EMPLOYMENT**. This is a good summary of the guidance that my current clients receive from me at SBC Global Management, and this is the mindset I would like to bring to the position of **Managing Consultant in your Philadelphia office**.

When your posting came to my attention, it became clear how closely my qualifications match your requirements – as you will see below:

Your Ad Specifies:	I Offer:
Function as Career Coach/Strategist and assist clients with effective MII job search strategies. Meet with clients on a one-on-one basis to coach on career transition strategies.	Highly developed coaching, consulting and one-on-one training skills and experience from 17 years in education, training, management, and entrepreneurship.
Ensure quality delivery of career transition services according to MII methodologies and standards. These services include: Career Assessment, Resume Development, Networking, Research, Interviewing and Negotiation.	An open, flexible, collaborative style combined with ease and speed of adopting custom methodologies. As a sales and marketing consultant and previously manager, I have offered workshops on networking, research, interviewing, and negotiating.
University degree – BA or equivalent in Business, MBA preferred.	MBA, Wharton School BA, Accounting, Franklin & Marshall College

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Corporate experience strongly preferred.	12 years as a corporate insider, including work with the prestigious firm of Shmeggedy Brothers in New York, and almost 3 years working with corporate clients as an outside consultant.
Must have ability to work effectively in coaching one-on-one relationships. Management/ supervisory experience preferred.	Coaching and one-on-one work comprises most of my current work. I have management and supervisory experience in both sales and training roles as a team leader and program manager. I have had as many as 22 people reporting in to me from across the country.
Comfort with multi-tasking to meet customer/client needs is required. Must be an effective communicator. Customer service orientation is required.	I have been a solo consultant for almost 3 years, meeting my clients' needs, communicating effectively, and maintaining a customer-first mindset.
Must have thorough understanding of conflict management principles. Excellent computing skills with proficiency in Lotus Notes and Microsoft Office and CRM applications	I have developed, delivered, and managed corporate learning activities for my entire career. I teach a conflict management workshop, and I spent 4 years as a technology trainer teaching Microsoft Office applications, networking, Lotus Notes, and CRM applications (both homegrown and Notes-based).

Ms. Nordberg, I am very interested in talking to your East Coast people about their needs for this position. I am confident that I would be able to make significant contributions to Mahvelous Innovations, Inc. in this role, and I hope I will have the opportunity to prove this to you.

I plan to follow-up by calling your East Coast Operations Center within the week. Thank you very much for your interest and consideration.

Sincerely,

Marie Dennis
Enclosure / Attachments

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Ms. Deanne Schuster
Vice President
SBE Group, Inc.
1005 Business and Trade Plaza
New York, NY 60022

September 9, 2012

Dear Ms. Schuster:

Thank you for meeting with me last week to discuss the opportunity to lead the Schenectady Board of Employers (SBE). I was happy to learn more about the valuable services it offers its members, delivered by skilled, professional staff. Your candor about the challenges SBE needs to address to fulfill its mission helped me better understand the critical requirements for success in the role of Business Development Manager.

I am very interested in this leadership opportunity and, as a result of our discussion, find it even more attractive. With my understanding of the position's requirements, I am confident that my proven experience and capabilities would enable me to make outstanding contributions in the following areas:

Your Requirements

Revenue growth/business development:
Attract new members, expand product/service offerings, and build key client relationships.

Leadership and people management:
Coaching, mentoring, motivating, and leading by example. Performance management experience.

My Contributions

- Established independent HR consulting practice with multiple service offerings and profitable revenue stream.
- Developed new business, building revenues, from zero to \$3.03 million in 3 years.
- Exceeded revenue goals by 24% in 2000.
- Surpassed 2007 targets by 36% in 1997 and 22%.
- Increased revenues by 24% in 2008.
- Established new projects and strengthened long-term relationships with major clients in a variety of industries.
- Recruited, hired, and directed an enthusiastic, motivated team that achieved average customer ratings of 4.7 (on a scale of 1 to 5).
- Coached many managers and executives to enhance their leadership skills and value.
- Mentored high potential people by providing advice, instruction, observation and feedback.

Business and financial management:
Develop and control budgets. Manage service lines to maximize profitability.

- Established employee performance goals, measurements and rewards designed to collectively achieve organizational goals and encourage teamwork and team leadership.
- Achieved profitability in independent consulting practice in eight months.
- Produced profit margins of 12% in 2006 and 28% in 2007 (more than double target).
- Reduced salary costs by 25% by creating and implementing a new staffing model.
- Analyzed volume and demand (including impact of pricing and marketing) and cost structures for service lines to design plans to maximize revenue growth and profitability.

While you indicated that strategic marketing knowledge is a less essential requirement, I believe it will help establish credibility with both members and SBE staff, and allow the new Business Development Manager to “hit the ground running.” As you know, I possess expertise in many key disciplines of marketing, and a breadth of knowledge in all related areas.

For all of the above reasons, I would be an excellent fit for this position and an invaluable asset to SBE.

Thank you for giving me a more complete picture of SBE and the opportunity. I look forward to meeting with you and members of the Board soon.

Sincerely,

Marie Dennis
Enclosures / Attachments

