

Mr Asha Barad
Maharaj 3
Apartment 123
PO Box 111222
Dubai, UAE

15 August 200X

Name
Add1
Add2
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Dear xxxxxxxx,

Ref: XXXXXXXX

I am writing with reference to the vacancy for the position of XXXXXXXX and enclose my Curriculum Vitae for your consideration.

You will see from my CV that I have a degree in Mechanical Engineering from Cairo University and over 20 years' international business experience. I possess over eight years of proven excellence in the development and management of teams within Talons Inc, a global leader within the power industry. For the past five years I have held the position of as General Manager, Talons Middle East, based in Dubai. Prior to this I spent over 15 years as a Divisional Manager for Goliath Contracting Company in Saudi Arabia, they are the largest distributor for Talons Inc in the Middle East.

I display a keen eye for detail for all aspects of business development, operations, finance, marketing, sales, recruitment, risk management, negotiations, construction modification, and facility expansion. As a creative leader, I fully comprehend the importance of restructuring and managing change in a positive manner, in order to motivate teams, revitalise a business and achieve growth.

As a business strategist with a proven record for steering business turnarounds, I have experience of facilitating lucrative transitions to new markets and creating solid internal structures that are both expandable for future growth. As a strong multi-tasker who relishes challenging assignments, I display total flexibility along with high quality communication and interpersonal skills. I am diplomatic and good-humoured, maintaining a positive and supportive attitude with the ability to develop strong working relationships in order to achieve desired results. By identifying developmental needs of individuals, I have successfully empowered staff to perform beyond expectations.

Recent key achievements include:

- Directed and aggressively grew the region's sales revenue from \$8m to \$212m between 2002 and 2007, consistently generating 20–25% gross profits.
- Achieved strongest volume growth in the history of the company in the Middle-East region.
- Received the Award for biggest distributor worldwide during 2006–2007.
- Received the Talons Award for the highest growth in the Central Area during 2005–2007.
- Exceeded AOP targets since 2003 for Sales, Profit, SAR, FCF, ROANA & Market Share.
- Established new facilities in Lebanon, Afghanistan, Yemen, Iraq and Abu Dhabi (UAE) to grow the business and support Talons customers, and developed fourteen facilities in the Middle East to support business growth and increase customer satisfaction.

I am confident my experience and abilities would provide a positive influence within a forward thinking organisation such as yours. I would welcome the opportunity to discuss my interest further, should you require any further information please do not hesitate to contact me.

Yours sincerely

Asha Barad
Enc CV