

Dear recruiter and hiring manager:

Ok, yeah, I've got a gray beard.

And I could probably play Santa at the next company Christmas party.

And you might be thinking, "this guy has lost a step" or "he no longer has fresh ideas."

But hear me out to learn why my decades of delivering marketing joy will make me an invaluable asset to your organization.

- **I have a history of institutional agility and adapting successfully in multiple business eras (pre-digital, dot-com, social, AI).** That's given me a superpower of strategic judgement to see patterns others miss. I also know what works and what doesn't to avoid costly mistakes and determine best practices.
- **I've thrived through multiple marketing evolutions, from direct marketing to AI-driven personalization.** What makes me effective today is that I not only understand storytelling and messaging, but I also know how to make content work across channels, teams, and revenue goals.
- **I'm doing the best work of my career, thanks to a sense of curiosity and adventure that's stronger than ever.** This pays dividends for enterprises that employ me. As part of architecting strategic customer journeys for ServiceNow, for example, I developed novel approaches to marketing assets that influenced at least \$560M in pipeline in the last year alone of my tenure there.
- **My team leadership and mentoring of junior associates make me a force multiplier for greater efficiency and results.** Ask anyone who's worked for me, and they'll tell you I'm an inspiring leader who empowers others to do their best work based on the standards of excellence I've set at companies such as Dell Software and Ingram Micro. I've also developed throughout my career a work temperament that allows me to diffuse conflicts with a calm and measured response, supported by facts and data.

So if you're the right recruiter and hiring manager who understand the value I can bring to help shape the very best team performance: I can't wait to bring my Santa-like self to your organization, bearing the gifts of my hard-won experience to develop content that drives results. If you don't – well...good luck with that lump of coal!