

I believe I am an elite candidate for this role. At ServiceNow, I was highly regarded as a marketing content leader, strategist, producer, editor and writer – both by my team and by my collaborators (product and solution marketing team, global campaign team, etc.). Here's [a profile of me](#) that my boss – the head of content experience at ServiceNow – created of me as part of an effort to get me promoted to broader leadership position.

As part of architecting strategic customer journeys, I've developed novel approaches to marketing assets – including business value reports and "day-in-the-life" novellas – that have influenced at least \$560M in pipeline for the last year alone.

I can also bring the same sort of innovation to this role, in addition to inspiring my team to do their best work based on the standards of excellence I've set for other teams I've managed at companies such as Dell Software and Ingram Micro.

In short: I am a visionary marketer who redefines the boundaries of B2B content strategy, relentlessly pursues innovative ideas, and fosters a culture of creativity and bold thinking within their team.

I look forward to continuing the discussion on why I am the best possible candidate for this role and ready to lead a team of top-tier content and communications professionals to an elite level of output.

Best regards,

Ed Mauss