

**Robert WHITE**  
4650 Golden Gate Vista Point  
SAUSALITO, BC 94965

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May 17<sup>th</sup>, 2012

Matthew JOHNSON  
260 W 44th Street  
NEW YORK CITY, NY 10036

Dear Mr JOHNSON,

Please take a moment to seriously consider my credentials as I am confident that I can make a powerful contribution to your company.

Throughout my career I have had impact on both the full technology life cycle and core marketing functions:

- \$40M+ profit and loss responsibility for 3 product lines at Elsevier
- Initiated new oil and gas product from concept through development at Elsevier
- Rebuilt a high transaction, lead generation pipeline at Oddcast
- Managed a complete re-write of the Mimeo.com print product while reporting to the CEO
- Directed Product Management for virtual team of nearly 50 people at Inktomi/Yahoo
- Conducted Research activities for several IPOs as Financial Analyst in the Software Sector
- Managed projects for several technology centric consulting engagements at HP, Universal Studios, Viacom, Heinz, and others
- Directed a 5 person Marketing department in Spain
- Worked with several banking industry clients such as USB and Merrily Lynch as Technology Research Analyst
- Developed 10,000s of lines of device driver and networking level source code as a software engineer

I believe my 360 degree view of technology, entrepreneurial spirit and proven track record is just what your company needs to be a successful product leader.

May I confirm that I am available for interview at short notice. Please do not hesitate to call me so we can arrange an interview to discuss my application in greater depth.

Robert WHITE