12-19-2024

Promotional Products Association International   
1018 Halia Nākai   
Cocoa Beach, FL 32931

Dear Hiring Committee,  
  
I am writing to express my enthusiasm for the digital transformation leadership position at PPAI, as advertised. With a strong background in leveraging technology to drive strategic organizational change, I am excited about the opportunity to contribute to the growth and innovation of the promotional products industry.  
  
My previous role as a Technology Project Manager at XYZ Corporation equipped me with extensive experience in overseeing complex technology initiatives. I successfully led a cross-functional team to implement a new Customer Relationship Management (CRM) system that enhanced operational efficiency and improved client satisfaction. By mapping existing processes and identifying areas for improvement, we reduced project turnaround times by 30%. This hands-on experience has honed my ability to understand the intricacies of existing systems while developing and implementing streamlined solutions.  
  
Moreover, my collaborative approach ensured alignment with organizational goals, fostering strong relationships with leadership and departmental teams. At ABC Inc., I played a crucial role in budgeting and managing technology projects, prioritizing initiatives that not only met regulatory compliance and risk management standards but also delivered meaningful ROI. I have also overseen web strategy and product development efforts that significantly enhanced our online presence and customer engagement.  
  
PPAI’s commitment to transforming the promotional products industry resonates with my passion for innovation and continuous improvement. I am eager to lead the internal change required to harness technology effectively, streamline operations, and promote cross-departmental collaboration.  
  
Thank you for considering my application. I am keen to discuss how my experiences and vision align with the groundbreaking work being done at PPAI. I look forward to the opportunity to speak with you soon.

Reid Thomas, master

Missouri City, TX

reid@reidthomas.net

+1111111111