**Alvin (Chip) Bell Jr.**

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To Whom It May Concern,

I love learning customers' problems and solving them through technology. I strategize, lead, and launch products that always keep the customer needs at heart. To achieve this, I focus on data to quickly adapt to new insights and influencing high performing teams.

I have held product marketing and marketing leadership positions with large companies, i.e. Amazon, to consult with small businesses. My professional and personal experiences have taught me the following about myself:

I can create and implement successful GTM campaigns that increase adoption for a portfolio of software products

-I put the customer at the center of all that I do

-I always use data to drive my decisions

-I excel at cross-channel strategy

I can lead product marketing teams and have a track record of influence from internal stakeholders: executives, product, sales, etc..

-I love to mentor and coach product marketers

-I am able to build trust and motivate others

-I speak tech and think like a CEO

I educate, refine, and push myself to be a better marketer and leader

-I am constantly learning new ways to enhance the customer experience

-I never settle for the status quo, I always push those around me to think big and outside the box

-I am always looking for ways to help my colleagues reach their goals

For these reasons, I believe that I will be an excellent fit for the Senior Product Marketing position.

Sincerely,

Alvin Bell