

# Cover Letter for Product Director at Stocksy

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Dear Hiring Manager at Stocksy,

I am excited to apply for the Director of Product / product leadership opportunity at Stocksy. I'm drawn to Stocksy's cooperative mission to empower creatives and to provide authentic, diverse visual media — values I deeply respect and want to support by building product experiences that uplift creators and the clients who rely on them. With 10+ years of product leadership across AI, SaaS, fintech, and healthtech, I bring the strategic, technical, and user-centered approach needed to drive meaningful product outcomes for your community.

Key qualifications I would bring to Stocksy:

**Product strategy + delivery:** Built multi-year roadmaps and delivered AI-first products that generated a 28% margin improvement and contributed 23% of a \$50M+ portfolio revenue. I prioritize outcomes that balance creator value and business sustainability.

**Engineering-led execution:** Deep experience with software development lifecycles, Agile/SAFe practices, and transitioning architectures (monolith → microservices) to accelerate delivery and reliability — including launching AI agents in a 90-day sprint.

**Cross-functional leadership & stakeholder management:** Coordinated global teams of 20+ engineers and designers, aligned KPIs with C-level stakeholders, and reduced release cycles (improving velocity by ~30%) while maintaining quality and compliance.

**Data-driven product & go-to-market:** Launched initiatives that improved conversions by up to 42%, accelerated partner onboarding by 35%, and cut manual workflows by 60% through automation — all grounded in research, analytics, and user feedback.

I appreciate how Stocksy centers creative expression, equity, and authentic representation in media. As a product leader, I care about designing respectful, inclusive experiences that amplify diverse creators and make it simple for customers to find and use genuinely representative assets. I'm excited by the opportunity to translate Stocksy's values into product decisions — from curation and discovery to contributor tools and monetization models that sustain the cooperative.

I'd welcome the chance to discuss how my experience driving product strategy, engineering collaboration, and data-informed launches can support Stocksy's mission and growth. I'm available for a conversation at your convenience and can share case studies that demonstrate the outcomes summarized above.

Thank you for your time and consideration.

Sincerely,

BAWO MALEGHEMI