

Anh Tuan Bui
28 Springfield Road
Springvale South, Vic 3172
0423 085 539
Tuanbui92@gmail.com

Alogic Australia
Att: Senior Product Manager

To whom it may concern,

Having read your position description, I am excited to express my interest in the opportunity available as the Product Manager at Alogic. I believe that with my experience and skills that I will be a promising candidate for the position. I hope to be able to have the opportunity to join the enthusiastic team in your organisation where I can establish a longer term position and career. Along with my experience and skills, I have an underlying passion for the tech industry, from performance computer parts to quality audio.

The position is of interest as I feel I will be able to greatly contribute to the product team and wider business. With my strong work ethic and holistic attitude, I will be able to assist the business in achieving successful outcomes. I naturally enjoy assisting people and gain a positive outcome to all situations and projects. Often I would use my initiative to contribute further with suggestions for improvement. Most of all, I take pride in my work and will follow things through.

In my current role as an Assistant Product Manager at John Sands, I am constantly managing a wide variety of priorities from providing product support and documentation to sales teams to preparing and reviewing product lines and life cycles in accordance to a yearly marketing plan as well as a 3 - 5 year strategic business plan. Along with this, it is vital to be holistically aware of the wider business operations and market dynamics to best achieve the most effective and impactful product. In total, this means working across numerous product types, project types and different strategies of over 2000 SKU's.

Merchandising, inventory sourcing/planning & product activation are just some wider aspects at John Sands which which I must remain actively aware of. This means to work cross-functionally with category management, business intelligence as well as marketing communications and creative teams to achieve the best suited and balanced solution for the company, retailers and consumers.

In my previous role as Assistant Product Manager at Playgro, I delved deeper into the product development aspects of product management. With my reporting manager and director frequently travelling for business, I would facilitate the product development process by liaising and managing the creative team with the respective vendors and manufacturing partners. This would mean having a clear understanding of the wider implications of product management.

This is where my understanding of manufacturing processes and capabilities in conjunction utilising my product technical knowledge, including packaging concepts, to assist in this development cycle. It is an integrated approach to incorporate the entire product cycle; from product concepts, technical improvement, packaging development whilst considering supply chain and retailer requirement or limitations and the consumer trends. To be able to be involved throughout this process and deliver successful product to market is a very fulfilling thought for me.

As such, I wish to bring all these skills and more to this position as well as take on the challenge that will further my career. Please find attached my resume. I look forward to hearing a response back from you at your earliest convenience.

Regards,

Anh Tuan Bui