21 September 2018

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Subject:About the **Junior** **Product Manager** position at Alogic Corporation

Dear Sir/Madam,

I am writing to apply for the *Junior* *Product Manager* position that you have advertised. After reading about the job description on your website I am thrilled to discover that all the requirements you need from the applicant precisely, if not cent percent, meet my professional work experience.

For more than three years in the capacity of a Senior Product Manager (Core Products and Services Specialist – TeliaSonera, Sweden) in Multinational Telecommunications sector, I have been able to drive Core Product business with the launch of more than five products and 12 campaigns in the course of my time at TeliaSonera in both B2C customer base of 14 million and B2B customer base of 600K customers.

In the past four years, I have worked in the acquisition of more than 1.5 million new unique customers while maintaining the Market Share at 57% and Net Promoter Score of over 80. With Year-on-Year incremental revenue of over USD $80 million at EBITA margin of 17% for the year 2016, me and my team’s products have contributed for around 75-80% of the total revenue as the Core Business team. Achieving a market penetration rate of over 65% (dual SIM behaviour), my team’s products have contributed to serving both Urban and Rural profiles across the total customer base of 30 million plus consumers.

I have gained professional achievements and in-depth learning in Product Development and Management, Customer Lifecycle Management, Customer Journey Mapping, Market Segmentation, Profiling and Pricing Strategy, Market Research and Business Intelligence tools. Similarly, in terms of Technology, I have solid understanding of Fixed and Wireless telecom technology from Radio to Transmission and devices. Some of the resource partners/vendors that I collaborated with were Huawei, ZTE, Cisco and so forth. Academically, I am Master’s Degree holder with Merit from the University of West London, UK, in International Business Management with the Master’s thesis on Corporate Responsibility and Sustainability.

Currently working for Aria Technologies, Melbourne, as a Product Manager for over a year, this is more than a job for me as I consider it as a journey to experience, understand and serve the Australian community through exceptional Telecommunication technology products as well as top end service delivery and customer experience that I have acquired in the past as a Product Manager. With strong emotional intelligence, time and project management skills and above all, a strong drive to make a difference, with my statement of personal attributes, experiences and enthusiasm, I offer my candidacy for this position as a Junior Product Manager.

My CV, which is enclosed, contains additional information on my experience, skills and identification.

I would appreciate the opportunity to get shortlisted and look forward to contest the competitive selection process.

Kind Regards,

Manny Basnyat

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