James Clifford | 0415 671 242 | [jimmyclifford@gmail.com](mailto:jimmyclifford@gmail.com)

29 October 2018

Dear Sir / Madame,

**Re: Product Manager**

Thank you for the opportunity to apply for the Product Manager role as advertised on linkedin.com. I believe my previous marketing, leadership, new product introduction experience and technical background positions me as an ideal candidate for this role.

This role appeals to me as it would allow me to further build and manage an innovative market leading brand, take a customer orientated approach to uncover insights and deliver new products, and work hands-on with a business focused on delivering a high-quality product to their customers. The opportunity to work for ALOGIC, who have such a track record of developing innovative products is something that genuinely excites me. Your simple “just work” mantra backed up by a lifetime warranty is a truly differentiated market position and something I would love to contribute further to. I am seeking a role that is both challenging and offers the opportunity to use (and further develop) my professional skills and I believe I can be a valuable team member and successfully fulfil this role.

I have over 10 years’ experience within IT and industrial equipment industries working with both local and global manufacturers. In my last role at Davey Water Products, I managed the marketing team where I was responsible for all aspects of category strategy development, product portfolio & brand management, new product introduction and marketing communication & activities. I am also due to complete my Master of Marketing (in Dec 2018) from Melbourne Business School which has provided me with international, best-practice knowledge.

I believe that my previous experience within the consumer goods industry, highly developed communication skills, ability to build strong relationships and lead cross functional teams to achieve organisational goals make me ideal for this role.

Thank you for considering my application. I would love the opportunity to be interviewed, please feel free to contact me on 0415 671 242 at your earliest convenience.

Yours sincerely,

James Clifford