

# Cover Letter — Red Bull Field Key Account Manager

Dear Red Bull Hiring Team,

I am thrilled to apply for the Field Key Account Manager position at Red Bull North America. With a proven track record of securing over 50 new regional commercial accounts, negotiating multimillion-dollar contracts, and driving distribution expansion, I am energized by the opportunity to bring my hunter mentality and strategic sales expertise to Red Bull's On Premise business.

In my current role as Co-Founder & CEO of REEHASH, I built and executed account plans that generated \$1.5M in new revenue within 12 months. I regularly collaborate with marketing, distributor partners, and cross-functional teams to craft compelling pitch presentations and deliver ROI-driven proposals that align with stakeholders' objectives. My ability to analyze pipeline data, forecast volume impact, and negotiate contracts has consistently resulted in exceeding business targets and expanding market share.

I am passionate about Red Bull's commitment to performance, innovation, and relationship building. My entrepreneurial drive, combined with my strong communication and stakeholder management skills, uniquely position me to win new partnerships, elevate brand presence in key accounts, and deliver executional excellence in the field.

Thank you for considering my application. I look forward to the opportunity to contribute to Red Bull's continued growth and success.

Sincerely, Augusto Pena