

**Cover Letter for Senior Product Manager at EA**

• Vancouver, Canada • PR Holder (Canada) • French citizenship    abdelrahmane.ferchichi@gmail.com    +1 581-999-4686

Dear Hiring Team,

I am excited to apply for the Senior Product Manager role within EA's Creative Innovation team. Gaming has inspired me for over twenty-five years, from classics like Skate or Die on NES to modern titles like Battlefield and Skate. I am passionate about games and curious about the tools that build them, and I want to contribute to the technology behind these experiences.

I bring over twelve years of product management and R&D experience across startups, industrial companies, and research centers. I have defined product strategy, set OKRs, secured multi-million dollar funding, and contributed to multi-million-dollar sales. I lead cross-functional teams, collaborating with engineers, designers, UX teams, stakeholders, and users to turn creative ideas into innovative outcomes. I value listening and staying open to new perspectives, reflecting on feedback to continuously improve. This reflects my creativity and pioneering spirit in exploring AI, IoT, and emerging technologies.

I hold a Master's degree in Innovation and Transformation, with coursework in serious games, creativity, and innovation management. Always eager to learn, I am currently expanding my expertise in game development tools to deepen my understanding of crafting engaging interactive experiences. My determination drives me to overcome challenges and deliver high-impact results. Fluent in French and English, I thrive on teamwork and cross-functional collaboration to build meaningful products. I also believe in bringing energy and fun into my work and interactions, as I think it's essential to build a positive, engaging, and lively environment.

Joining a team that values creativity, teamwork, and passion aligns with my drive for innovation and impact. This opportunity allows me to combine strategic vision, technical skills, and creative enthusiasm to empower artists and shape the future of gaming. I am confident that my background, determination, and passion make me a strong fit for EA's Creative Innovation team.

I am excited to discuss how I can contribute meaningfully and support EA's mission of creating transformative gaming experiences, a passion since childhood.

Sincerely,  
Abdelrahmane Ferchichi