

Thank you for taking the time to review my application for the position as Manager of CRM Analytics at JUUL Labs. I am passionate about leading and coaching technology and analytics teams to deliver data across organizations to help employees make better decisions to continue to drive growth

One of the reasons I'm applying to JUUL Labs is your mission of improving the lives of the world's smokers by eliminating cigarettes. As I look for my next role, I hope to work with a company that is helping improve the lives of others.

I'm also interested in this position because I'm passionate about leading and mentoring technology and analytics teams through Agile methodologies. In the past, I have been responsible for managing teams from the size of 2 all the way up to 13. I enjoy finding what motivates each employee and helping them be successful as possible. To get this done, I have implemented monthly one-on-ones where we can discuss how the employee is doing and any roadblocks to their success. The best days I've ever had as a manager are when I can promote a developer to take on more responsibility after helping them perfect their development skills.

At Living Direct, I created a data warehouse and CRM reporting system from the ground up. Before I started, the company had only disparate sources of data, and not a single source of truth. One of my goals was to allow any employee to see the health of the company and their department through easy-to-read dashboards. I also wanted the data to be accessible enough for anyone to be able to build custom reports so they could measure the effect they were having within the company. To achieve these goals, my team and I pulled data from our email service provider, Salesforce, and Adobe analytics data into a single data warehouse, using Python and SQL ETL procedures. We then added Tableau on top of the warehouse so anyone could access this data. Within 3 months of starting this project, the executive team began receiving daily dashboards in their inbox.

The position with JUUL Labs excites me because it would allow me to focus on data management and reporting, an area I enjoy greatly and have been successful in the past. By bringing data to the forefront and finding gems, I have helped companies find greater profits. I'd love to bring that experience to JUUL Labs

Thank you for your time and consideration. Please let me know if you need any additional materials from me. I look forward to speaking with you about the position and my qualifications.

Justin Aronstein