Jonathan Choukroun

8700 Pershing Dr. Playa del Rey, CA | 323-697-4992 | jonchoukroun@gmail.com

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Experian

**Re:** Product Manager – Fraud and Identity

Job ID: 161001

Dear Experian recruiting team:

My name is Jon Choukroun and as an experienced consultant to executives in the financial services sector, I am confident that I can support Experian’s product development efforts by delivering unique competitive insights and excellent collaboration.

My current clients rely on my team’s research to make strategic decisions. I analyze customer preferences and behavior drivers to help my clients develop marketing campaigns that increase retirement savings rates. For example, after designing and analyzing survey data on which factors most impact employee 401(k) contributions, I presented my clients with the best channels for targeted communications at specific life events.

To execute this research I partner with several teams. I collaborate with our quantitative analysis team on the analysis of large datasets by designing surveys and managing projects. Our commercial team relies on my subject matter expertise to demonstrate the value of our services to prospective clients. In addition, I’ve taken on additional responsibilities to achieve our team goals, given our limited resources. To improve the service we provide to clients, I began leading advisory conversations to diagnose their critical challenges, recommending best practice solutions and guiding their strategic decisions. I would bring this same spirit of goal-focused collaboration to Experian, working with the development, marketing, and sales teams to produce to bring to market your fraud protection solutions.

I am eager to discuss how my experience and qualifications can support Experian through the Product Management role for Fraud and Identity. Please contact me via email at [jonchoukroun@gmail.com](mailto:jonchoukroun@gmail.com) or by phone,  
(323) 697-4992.

Sincerely,

Jon Choukroun