

Juan-Bernardo Rivero  
Your Address Line 1  
Your Address Line 2

JTI  
Hiring Manager  
Geneva, CH  
1202

Geneva, 28.10.2023

**Subject: Application - Responsable de la stratégie de marque Ploom**

Dear Hiring Team at JTI,

I am a results-driven business development professional with over 15 years of experience, particularly in the SaaS and DaaS sectors. My background in project management and data analysis aligns well with the requirements for the Ploom Brand Strategy Manager role.

I possess strong skills in strategic planning, stakeholder engagement, and data-driven decision-making. My adaptability to multicultural environments and my trilingual capabilities (English, French, Spanish) further enhance my ability to connect with diverse teams and markets.

In my previous roles, I successfully led cross-functional projects that maximized consumer engagement and drove brand growth. My experience in market analysis and segmentation has equipped me with the insights necessary to develop effective brand strategies that resonate with local markets.

I am available for an interview at your earliest convenience and am open to travel as required for the role. Thank you for considering my application.

Kind regards, In practice, that means I work on the work with attention to clarity. I prefer concrete steps — defining the scope, setting a simple plan, and adjusting based on feedback. I keep it readable: short updates, a clear call-to-action, and timelines people can accept.

Juan-Bernardo Rivero