

# Cover Letter

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Dear Hiring Team,

With over 15 years of hands-on experience in building scalable, innovative data technologies and solutions, combined with a PhD in Data Architecture, I have had the privilege of establishing myself as one of the top 1% experts in the field. My journey has been shaped by both technical execution and strategic leadership, driving significant data-driven transformation across multiple industries. Now, after my first corporate experience at PUMA, and in light of my expertise in data governance, architecture, and stakeholder management, I am excited to bring my strengths to a broader, company-wide governance level.

In my current role as Lead Solutions Architect at PUMA, I have successfully led cross-functional teams, designing and scaling complex data-driven systems to achieve a 20% performance improvement for PUMA.com. My experience in architecting scalable data products, resolving long-standing technical challenges, and fostering company-wide technical alignment through the "Tech Cats of E-Comm" initiative (which I founded) has strengthened my ability to influence strategic decisions and drive organizational change. I have honed my skills in translating complex data strategies into actionable, high-impact solutions, always ensuring business goals remain at the forefront.

My doctoral work, which includes the invention of The Basin Network, a next-generation data architecture, has equipped me with a deep understanding of data interoperability and the complexities of managing decentralized data systems. This foundation enables me to bring modern data architecture principles, such as data mesh and reusable data products, into real-world enterprise environments.

I am particularly excited about the opportunity to collaborate with Henkel's business and technical stakeholders, providing strategic guidance and mentoring teams while overseeing the execution of data initiatives. I am confident that my blend of hands-on technical experience and strategic oversight will allow me to contribute meaningfully to Henkel's data-driven transformation.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and vision align with Henkel's goals.

Sincerely,

Nasr Kasrin, PhD