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July 2, 2025
Insight Global Hiring Team
Insight Global

SUBJECT: Application for Remote Channel Experiences Planning Program Manager at Insight Global

Dear Insight Global Hiring Team,

I am writing to express my keen interest in the Remote Channel Experiences Planning Program Manager role. With over 10 years of experience leading complex go-to-channel initiatives and product launches for global brands, my background aligns directly with the key responsibilities and qualifications for this position.

My career has focused on bringing process rigor and execution excellence to digital and physical channel experiences across Retail, Travel, and Consumer Electronics. I have a strong record of:

- **Driving Go-to-Channel Strategy:** At TIPI, I led the end-to-end go-to-market execution for an integrated hardware/software solution, successfully deploying over 3,000 devices and establishing the supporting channel infrastructure.

- **Enhancing Sales Velocity:** For Dick's Sporting Goods, I spearheaded an initiative that boosted e-commerce performance by 40%, directly impacting sales growth by optimizing the digital channel.

- **Leading Complex Program Planning:** I have managed the full program lifecycle for multifaceted product suites, like the guest experience apps for Royal Caribbean, ensuring stakeholder alignment, mitigating risks, and delivering on strategic goals in fast-paced, matrixed organizations.

I am adept at creating detailed project plans, fostering executive-level communication, and developing scalable best practices. My experience managing integrated hardware and software rollouts makes me confident in my ability to contribute to RL's sales goals.

I am eager to discuss how my expertise in channel enablement and program management can bring significant value to your team. Thank you for your time and consideration.

Sincerely,
[Your Name] CAREER_SUMMARY: Adaptive Program Manager with 10+ years of experience leading complex go-to-channel initiatives for global brands in Retail, Hospitality, and Consumer Electronics. Expert in optimizing channel sales strategy through process rigor and data-driven planning. Skilled in launching integrated hardware/software products and driving sales growth. SKILLS_TITLE_1: Go-to-Channel & Program Management SKILLS_DESC_1: Go-to-Channel Strategy, Product Launch Planning, Strategic Initiatives, Process Optimization, Risk Management, Stakeholder Alignment, Executive Communications. SKILLS_TITLE_2: Sales & Channel Enablement SKILLS_DESC_2: Retail & B2B Channel Operations, Sales Enablement, Digital & Physical Merchandising, Consumer Electronics, AR/VR Industry Knowledge. SKILLS_TITLE_3: Project Execution & Methodologies

SKILLS_DESC_3: Agile (SAFe, Scrum, Kanban), Hybrid Models, Project Planning & Execution, Budget & Resource Management, KPI & OKR Tracking, Jira, Confluence. SKILLS_TITLE_4: Technical & Platform Acumen SKILLS_DESC_4: Cloud Platforms (AWS, GCP), AI & Generative AI Solutions, SaaS & Mobile App Development, Hardware/Software Integration, Systems Integration. JOB_TITLE_GLOBANT: Technical Project Manager COMPANY_SUMMARY_GLOBANT: A digitally native company offering AI-powered software development and consulting services to help organizations reinvent themselves and unleash their potential. COMPANY_BULLET_1_GLOBANT: Directed go-to-channel planning for Royal Caribbean's guest app suite, leading to enhanced onboard sales and improved customer engagement across four key products. COMPANY_BULLET_2_GLOBANT: Boosted Dick's Sporting Goods' e-commerce performance by 40% by optimizing Core Web Vitals, directly increasing online sales velocity and customer satisfaction. COMPANY_BULLET_3_GLOBANT: Led PI planning and roadmap execution for portfolios over 100+ engineers, ensuring alignment between C-level stakeholders and distributed teams on business objectives. JOB_TITLE_MANGOSOFT: Technical Project Manager COMPANY_SUMMARY_MANGOSOFT: A software development firm specializing in cloud services, big data, and custom AI solutions for media, healthcare, and enterprise clients. COMPANY_BULLET_1_MANGOSOFT: Managed the end-to-end product launch for Concacaf's media and streaming platform, establishing a new digital channel for fan engagement and media consumption. COMPANY_BULLET_2_MANGOSOFT: Drove the development of a voice-to-text AI solution for healthcare, streamlining clinical workflows and improving practitioner efficiency by automating documentation. COMPANY_BULLET_3_MANGOSOFT: Implemented Scrum methodologies that accelerated product delivery for fixed-price contracts by establishing clear roadmaps and KPI tracking for teams of 10+ engineers. JOB_TITLE_TIPI: Technical Project Manager COMPANY_SUMMARY_TIPI: A technology company developing and implementing integrated hardware and software solutions, specializing in IoT for public safety and healthcare sectors. COMPANY_BULLET_1_TIPI: Led go-to-market execution for a bodycam hardware/software solution for law enforcement, successfully deploying over 3,000 devices and establishing operational support workflows. COMPANY_BULLET_2_TIPI: Managed the full SDLC for integrated hardware solutions, including firmware and management software, ensuring on-time delivery under strict government contract regulations. COMPANY_BULLET_3_TIPI: Deployed RFID and Bluetooth-based asset tracking systems in 10+ hospitals, improving communication speed and operational efficiency for patient care. JOB_TITLE_ITBIGBOSS: Technical Project Manager COMPANY_SUMMARY_ITBIGBOSS: A Software-as-a-Service (SaaS) provider delivering point-of-sale (POS) and business management solutions for the restaurant, fitness, and retail industries. COMPANY_BULLET_1_ITBIGBOSS: Scaled a SaaS POS platform to over 1,000 small businesses, managing the full product lifecycle to drive user adoption and market penetration. COMPANY_BULLET_2_ITBIGBOSS: Directed the integration of payment processing, inventory, and CRM features, providing a channel solution that automated billing and improved client operations. COMPANY_BULLET_3_ITBIGBOSS: Led a 30-person development team in a hybrid environment, delivering continuous product enhancements and maintaining high platform uptime for all subscribers. JOB_TITLE_BODYTECH: IT Manager COMPANY_SUMMARY_BODYTECH: A leading chain of health and fitness centers across Latin America, providing comprehensive wellness services and medical expertise to its members. COMPANY_BULLET_1_BODYTECH: Directed technology infrastructure and hardware rollouts across 60+ fitness centers in three countries, including access control, biometrics, and networking systems. COMPANY_BULLET_2_BODYTECH: Managed the lifecycle for a custom CRM and billing system, supporting business growth and increasing member retention through improved data management. COMPANY_BULLET_3_BODYTECH: Established the IT Service Desk from the ground up, implementing support processes that achieved high system uptime and user satisfaction scores.