

**SEBASTIAN OCHOA ALVAREZ**

Orlando, FL · (786) 475-0772

sebastian.ochoa.alvarez@gmail.com · [www.linkedin.com/in/sebastianochaalvarez](http://www.linkedin.com/in/sebastianochaalvarez)

July 31st, 2025

Megha Barot

Rangam

**SUBJECT:** Application for Utility Incentive Project Manager at Rangam

Dear Megha Barot,

I am writing to express my keen interest in the Utility Incentive Project Manager position with Rangam, as advertised on LinkedIn. My background in leading complex retail and partner-focused programs, combined with mandatory experience in Salesforce, aligns perfectly with the requirements for the IRA Retail Point-of-Sale rebate program. I am excited by the opportunity to contribute to a significant clean energy initiative with a direct impact on consumers and retailers.

In a recent role, I faced the challenge of managing a large, distributed network of authorized dealers for a client, which required a robust system for onboarding, sales tracking, and engagement. I led the end-to-end implementation of a Salesforce CRM platform, defining the project scope, managing stakeholder communications, and overseeing the development of custom workflows. This action resulted in a unified system that streamlined partner management, improved data reporting capabilities, and provided a scalable foundation for program growth.

Similarly, when tasked with improving the performance of a major retail e-commerce platform for Dick's Sporting Goods, I managed a program focused on data-driven optimizations. By analyzing key metrics and leading cross-functional teams, we executed a strategic roadmap that resulted in a 40% improvement in platform performance, directly enhancing the customer experience and supporting sales objectives.

While my direct experience is in retail and technology program management, the core responsibilities—managing partner enrollment, tracking transactional data, ensuring compliance, and owning program operations—are skills I have honed over a decade. I am confident in my ability to quickly adapt my expertise to the specifics of utility rebate programs and contribute to the successful rollout and expansion of this important initiative.

Thank you for considering my application. I am eager to discuss how my project management skills, retail engagement experience, and data analysis capabilities can benefit your client's program.

Sincerely,

Sebastian Ochoa Alvarez