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July 30th, 2025

Austin Garza

Catapult Solutions Group

SUBJECT: Application for Program Manager – ServiceNow HRSD Implementation at Catapult Solutions Group

Dear Austin Garza,

I am writing to express my keen interest in the Program Manager – ServiceNow HRSD Implementation role. My background in leading complex, enterprise-wide technology transformations, particularly with Salesforce and AI-driven support systems, aligns directly with the requirements of this high-visibility HR initiative.

In a previous role, a client faced operational inefficiencies due to fragmented legacy systems, hindering their service delivery. I led the end-to-end implementation of Salesforce CRM, serving as the central liaison between business stakeholders, technical teams, and vendors. I translated complex business needs into functional specifications, defined new workflows for sales and service, and managed the migration of critical data. This initiative streamlined operations, enhanced user adoption, and significantly improved service delivery efficiency.

I am particularly drawn to this opportunity because of its focus on modernizing the employee experience through technology. My expertise in integrating AI solutions, such as the Google AI chatbot I implemented for Royal Caribbean, and my experience with large-scale platform migrations, make me confident in my ability to support the design of AI-enabled case resolution and ensure a seamless transition to ServiceNow. I thrive on bridging the gap between business goals and technical execution and am adept at managing the cross-functional collaboration required for a successful transformation.

I am eager to bring my adaptive project management approach and experience in HR-adjacent platform implementations to your client, ensuring their organizational needs are met while delivering a cutting-edge HR service model.

Sincerely,

Sebastian Ochoa Alvarez