Dear Mr. Murugan,

This letter is in response to your job posting for the Promotion Optimization, Associate Director position. I’m very interested in this position and would like to be considered for it.

As noted on my enclosed resume, I have an MBA and a Ph.D. in Statistics and extensive experience in data analysis, statistical computing, and statistical modeling (including promotion response modeling). As a Client Manager in Merck’s Investment Analytics & Decision Sciences department, I have worked on and managed a variety of projects involving the analysis of the impact of Merck’s promotional strategies on revenues with the goal of improving the effectiveness and efficiency of our promotional resources. I am also a statistical consultant to Merck’s Adherence, Finance, and Marketing teams providing analytic support for the performance measurement of Merck’s Adherence and Multi-Channel (non-personal promotion) programs. Prior to my positions analyzing promotional strategies and response, I worked as a consultant to the Outcomes Research Department at Merck. These positions have provided me with an understanding of the business side of the pharmaceutical industry, and I have acquired a broad range of skills analyzing data and developing clear, concise presentations tailored to the business needs of my customers.

Given my background, experience, and strengths I believe I would be a good fit for this position.

Thank you for your time and consideration. Please contact me at (267) 305-8820, or via e-mail at [david\_furman@merck.com](mailto:david_furman@merck.com).

I look forward to hearing from you.

Sincerely,

W. David Furman