TO BE PRINTED ON PROFESSIONAL LETTERHEAD

June 27, 2018

**Re: Educational Requirements for Promotions Optimization Specialist**

Dear Sir or Madam:

I am writing to provide my opinion regarding the educational requirements for the position of Promotions Optimization Specialist in the Investment Analytics and Decision Science department of Merck. I am (position) at (organization). I hold a (DEGREE) in (FIELD) and have worked for X years in (field). Through this experience, I am familiar with the educational and experience requirements for performing duties of positions such as the Promotions Optimization Specialist. [PLEASE FEEL FREE TO ADD ANY OTHER RELEVANT CREDENTIALS—WHAT BACKGROUND/EXPERIENCE PROVIDES THE WRITER WITH KNOWLEDGE OF THE TYPICAL EDUCATIONAL REQUIREMENTS FOR THE POSITION?].

By way of background, promotions optimization is a subset of consumer analytics with the goal of ensuring that promotions offered by the company bring a maximized return on investment. Promotions optimization is a resource that is widely used by companies, including in the pharmaceutical industry, to further critical business goals such as developing customer loyalty, gaining customer preference data, and evaluating the market potential of given products. The function of promotions optimization is both to study the effects of promotions on these criteria, and to weigh appropriately the benefits of these effects against the cost of offering promotions.

The duties of positions such as the Promotions Optimization Specialist require at a minimum a Bachelor’s degree in one of a very narrow range of fields, such as Analytics, Statistics, Engineering, or Operations Research. Promotions Optimization Specialists develop highly sophisticated statistical analyses and predictive models with several data points in order to determine the optimum products for promotions and the optimum features of the promotions. The knowledge gained through Bachelor’s-level coursework in Analytics, Statistic, Engineering, or Operations Research is vital to developing and conducting such models and analyses, because it is within these degree fields that such analytical skills and concepts are taught.

In addition, at large corporations such as Merck, employees in the position of Promotions Optimization Specialist would normally not merely hold a Bachelor’s degree, but would also have prior professional experience in promotions optimization, a Master’s degree in Analytics, Statistics, Engineering, or Operations Research, or both. The complexity of the duties of a Promotions Optimization Specialist are largely dependent on the size and sophistication of the company, its products, and its customer base. Merck is one of the leading pharmaceutical companies worldwide, with several complex factors influencing the optimal promotions of its highly specialized products. It would be atypical for a Promotions Optimization Specialist at a large pharmaceutical corporation such as Merck to hold merely a Bachelor’s degree with no prior work experience.

I hope that the above has clarified the level and the areas of education and experience necessary to perform the role of a Promotions Optimization Specialist. If further information would be helpful, please feel free to contact me.

Sincerely yours,

[Name]

[Title]