**Walter Duncan**  
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To: **Hiring Manager** at Magnit

Dear Hiring Manager,

I am writing to express my interest in the SVP, Client Strategy and Analytics position at Magnit. My extensive experience in leading data-driven transformation, client strategy, and advanced analytics across large-scale organizations aligns well with the requirements of this role. I am particularly drawn to Magnit’s commitment to innovation and client-centric growth, and I am eager to leverage my skills to support your mission of achieving 100% client retention.

At AT&T, I led advanced analytics and AI initiatives that transformed customer experience and operational efficiency, generating over $300M in recurring annual impact. One of my most notable projects involved building machine learning models to segment customers by retention risk. Deploying this model led to recurring annual net value of $60M while reducing churn several bps and improving sentiment. My ability to build and scale large high performing analytics helped establish a robust foundation for data driven business value.

In my time leading Broadband Marketing Advanced Analytics at AT&T, I developed segmentation models and predictive analytics that optimized outreach across very large prospect and customer bases. My focus on customer insights and data-driven decision-making ensured that we consistently aligned operational strategy with evolving client needs.

At Hertz, I developed workforce optimization tools utilizing machine learning and optimization techniques. These tools vastly reduced labor spend while improving NPS scores.

I am skilled in developing strategic roadmaps that align data capabilities with business goals, fostering cross-functional collaboration, and communicating complex insights to non-technical audiences. My ability to bridge technical expertise with executive vision has consistently enabled me to deliver meaningful insights that drive client engagement and profitability.

Magnit’s vision of leveraging data to shape the future of workforce management resonates with my passion for using analytics to enhance client relationships and drive growth. I am confident that my background in customer-centric strategy, data analytics, and leadership would be a strong asset to your team.

Thank you for considering my application. I am excited about the opportunity to discuss how my experience can contribute to Magnit’s continued success.

Sincerely,  
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