Sunday, July 13, 2014

Dave Howard

President

MSG Sports at The Madison Square Garden Company

Two Pennsylvania Plaza

New York, NY 10121-0091

Dear Mr. Howard,

As a brilliant CRM expert and experienced operational leader, I have successfully developed usage of CRM enhancing sales and marketing processes using MS Dynamics CRM and other CRM systems. I truly believe I would be a perfect fit for the Director of CRM position at The Madison Square Garden Company (MSG).

Over the last 5 years I maximized usage of the CRM across complex organization, leading the change and inspiring continuous improvement. I successfully developed usage of CRM with fundraisers soliciting gifts of €50,000 and more to build stronger relationships with their prospects. This experience enhancing business processes to optimize revenue will strongly benefit to this position.

Today as a CRM Manager, my work, in close collaboration with the marketing team, tripled the average attendance to our music performances. With the help of hospitality department, I have also successfully implemented a strong lead generating process, reduced the follow up delay by 4 and created solid reporting and dashboards to monitor the progression.

With the Rangers back at the top of the NHL, the Knicks new management, the Liberty back at the Garden and the increasing popularity of D-leagues, it is an exciting moment to join the MSG Sports. The challenge to earn the passionate loyalty of generations of fans, while developing strategic growth opportunities is truly appealing to me.

As a dedicated customer service oriented professional, I am looking forward to bring innovation to people who are passionate about their brands to inspire audience and offer the best experience to customers. A copy of my resume is enclosed for your review and consideration. I am looking forward to hearing from you to discuss how I could further contribute to bring MSG sports business performance to the next level.

Best Regards,

Sylvestre Gug.