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 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. Therefore I truly believe I would be a perfect fit for the Director of CRM position at The Madison Square Garden Company (MSG).

Over the past 5 years I have maximized usage of the CRM across complex organization, leading change and inspiring continuous improvement. I have helped fundraisers soliciting gifts of €50,000 and more, to build stronger relationships with their prospects and enhance the donor’s experience. 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 the 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 CRM experience to the next level.

Best Regards,

Sylvestre Gug.