

Jordan A. Smith

January 16, 2026

Acme Corporation

RE: Vp Product

Dear Hiring Manager,

I am writing to express my enthusiasm for the Vice President of Product position at Acme Corporation as advertised on LinkedIn. With over 12 years of experience in product management and a track record of successfully leading cross-functional teams to deliver innovative solutions, I am excited about the opportunity to contribute to your dynamic and forward-thinking team.

In my previous role as Senior Director of Product at Tech Innovators, I spearheaded the launch of a groundbreaking SaaS platform that increased our market share by 30% within the first year. This initiative not only involved close collaboration with engineering and design teams but also required an in-depth understanding of customer needs and market trends. By implementing a customer feedback loop during the development process, we were able to iterate quickly and ensure the product met market expectations, which resulted in a 25% increase in customer retention.

Additionally, I led a team that revamped our mobile app, which had been underperforming in user engagement. Through data-driven decision-making and user-centered design principles, we enhanced the user experience, leading to a 40% increase in daily active users and a significant improvement in app store ratings. My commitment to fostering a culture of innovation and collaboration has consistently driven teams to exceed goals and deliver exceptional results.

I am eager to bring my expertise in product strategy and team leadership to Acme Corporation and to explore how we can build on your success together. Thank you for considering my application; I look forward to the potential opportunity to discuss my candidacy further.

Sincerely,

Jordan A. Smith