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Mr. Ronald Deeds
Vice President of Engineering
Tyler Electronics
4122 Wanton Way
Mississauga, Ontario L5R 3R3

Dear Mr. Deeds:

The marketplace has changed significantly in the last few months. The business environment is fiercely competitive. You need innovative Product Engineers with a track record of strict cost control. Can we meet at your convenience to discuss the contributions I can make at Tyler Electronics?

I'm positive I can rekindle interest in your product line offering, creating new products that will stimulate interest, entice buyers and elevate your bottom line.

Throughout my career I have consistently conceived, designed and delivered products that have enhanced my employer's product line, while providing significant benefits to customers across the world. For example, I was tasked with leading a high profile project to design and build a multi-channel switch-coupling device, which provided my employer with a huge competitive edge, boosted overall corporate revenues by 18% and secured world-class product status.

The strengths and expertise I offer are substantial, proven and well documented. A review of my attached résumé highlights my outstanding career, however, I consider it important to emphasize the following attributes I will bring Tyler Electronics:

- Attract, motivate and retain highly skilled technical talent.
- Act as a key persuasive influencer in working with cross-functional teams to bring projects to a successful conclusion within the mandate.
- Eloquently present and discuss product issues and strategies with senior management and other stakeholders internally and externally.
- Direct, coach and train ambitious, performance-driven multi-functional, engineering development teams based at geographically disparate locations across North America.
- Openly communicate the engineering activities and direction to internal groups, senior management and third party vendors and partners.

While secure in my current appointment, I'm on an active job search seeking a new challenge where I can enhance my employer's product line and competitiveness.

I am confident that we have a fit. I know I can add value to Tyler Electronics. In short, you won't be disappointed in my work.

I look forward to meeting with you soon to discuss in detail the contribution I will make to your reputable company. Thank you for your time.

Sincerely,

Lauren Ashton, P.Eng., MBA

attach.