
PAUL BROWN, MBA

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Mr. R. Watters
Vice President Sales
ERT Company
234 Mississauga Street
Mississauga, ON L5T 4T6

Dear Mr. Brown:

Stephen Phelps has referred me to you. He is of the opinion that that I will make a terrific and powerful addition to your senior sales leadership. Please may we meet to discuss mutual opportunities and garner some ideas on how my extensive sales, training, brand and business development expertise will benefit ERT Company to further infiltrate the saturated beverage market?

As you will note from my attached résumé, over the past 20 years I have delivered impressive results and penetrated new markets by devising and executing viable sales and strategies. During my first appointment with Bream Canada I was hired to build the Retail Division. I coached, motivated and guided a team of 25 staff across Ontario to catapult LCBO revenue by 24% and boost beer store and duty free sales similarly, generating 80% of corporate sales in Ontario.

I know that I have exceeded expectations in all positions; in fact management has consistently promoted me, indicating their confidence in my abilities, drive, determination and leadership style. My ability to steer business, communicate effectively and my understanding of operational and customer excellence led to my latest assignment with Bream Canada to initiate the high profile "Customer Preferred Supplier" program, which has generated significant visibility and engagement internally and externally. Prior to a recent business realignment resulting in the elimination of my position, I was working on Phase II of the program, which will be rolled out later this year.

Characterize me as a tenacious, consistent performer, driven to boost brand recognition, devise and deliver multiple product launches, expand business horizons and generate industry leading revenue. I set and maintain high standards and work ethics and lead by example. I am a coach and mentor and provide my team with all the support, tools and guidance they need to succeed. In short, people enjoy working for me and advance their skill sets.

Now I have the opportunity to involve myself with a new challenge! ERT Company has a unique product line and a great reputation. I am ready to work for you; are you willing to partner with me? If so, may we meet to discuss in more detail how I can assist you with increasing your revenue, corporate profile and business development?

Thank you for your time and consideration. I look forward to your call.

Sincerely,

Paul Brown, MBA

attach.