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July 19, 2020

Betsy Jones, Ph.D.  
Human Resources  
Airbus  
Leiden, Netherlands

Re: VP, International Aviation Sales

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Dear Dr. Jones:

As a vice president of global manufacturing sales, I have set up facilities and penetrated new markets in three geographical regions—Africa, the Middle East, and South/Central Asia. As part of these efforts, I spearheaded all strategic marketing initiatives and set aggressive sales goals for all territories.

I am drawn to this position, VP, International Aviation Sales, not only because it is a great fit for me given my career history in sales and engineering but also because of the strong international brand that Airbus has built during the past several decades.

Given my sales background, fluency in five languages, and experience working in four continents, I can help Airbus continue to expand its global market share and remain the industry leader in aviation sales for years to come.

Below are several accomplishments from my VP role at Company TWB::

- Negotiated billion-dollar sales with **3** clients.
- Achieved **125%** of personal sales quotas for **4** consecutive years.
- Increased division's profitability **10%** by controlling costs and reducing work inefficiencies.
- Built a robust talent pipeline for **10** new facilities by collaborating with Morgantown Technologies to create a new AI-based recruiting platform.
- Assisted **12** direct reports in advancing in their careers by providing them with training, coaching, and mentoring.

My attached resume provides a more comprehensive description of my qualifications. I look forward to exploring additional ways that I can add value to the executive team at Airbus.

May we schedule a time to talk this week?

Sincerely,

Jesse Fernandez  
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Enclosure

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