

To: [Hiring Manager Name/Search Committee]

From: [Your Name]

Current Position: [Your Current Department/Role]

Date: [Date]

RE: Application for New Market Development [Role Title]

Dear [Hiring Manager Name],

[Introduction: State your interest in the New Market Development role and briefly mention your tenure with the company.]

Strategic Market Alignment

[Describe your understanding of the target territory or industry segment. Explain how your current internal knowledge will accelerate market entry.]

Relevant Achievements

[Highlight specific projects or data points where you contributed to growth, partnerships, or operational expansion within the company.]

Internal Synergy

[Explain how your existing relationships with internal stakeholders (Product, Legal, Sales, etc.) will benefit the business development lifecycle.]

[Closing: Express enthusiasm for the opportunity to scale the company's footprint and request a formal interview.]

Sincerely,

[Your Name]

[Internal Extension/Email]