

[Full Name]  
[Phone Number]  
[Email Address]  
[LinkedIn Profile URL]  
[City, State]

[Date]

[Hiring Manager Name]  
[Title]  
[Company Name]  
[Company Address]

**RE: APPLICATION FOR [POSITION TITLE - E.G., GENERAL MANAGER / VP OF OPERATIONS]**

Dear [Hiring Manager Name], [Introductory paragraph: State your current role as a technology leader and your intent to transition into general management. Mention the specific company and why your technical background combined with business acumen makes you a unique fit.]

[Bridge Paragraph: Explain the evolution from managing technology stacks to managing business outcomes. Highlight your experience in strategic planning, P&L responsibility, or cross-functional leadership that extends beyond the IT department.] **Key Leadership Achievements:**

- [Achievement 1: Link a technical initiative to a direct business growth or cost-saving outcome].
- [Achievement 2: Describe a time you led a non-technical team or scaled an entire department].
- [Achievement 3: Highlight experience with stakeholder management, board-level reporting, or organizational transformation].

[Value Proposition: Detail how your data-driven approach and understanding of digital transformation will allow you to drive operational excellence and competitive advantage in a General Manager capacity.] [Closing: Express enthusiasm for a formal interview to discuss how your leadership can contribute to [Company Name]'s strategic goals.] Sincerely,

[Full Name]