

**[Full Name]**

[Phone Number] | [Email Address]

[LinkedIn Profile URL] | [City, State]

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[Date]

[Hiring Manager Name]

[Title: e.g., Chief Commercial Officer]

[Pharmaceutical Company Name]

[Company Address]

Re: Executive Director of Marketing Application - [Therapeutic Area/Brand Name]

Dear [Hiring Manager Name],

[Introduction: State your current leadership role and years of experience in the pharmaceutical industry. Mention the specific vacancy and your enthusiasm for the company's current pipeline or specific drug portfolio.]

[Strategic Leadership & Product Launch: Describe your experience leading global or domestic brand strategies. Highlight a specific high-stakes product launch or market expansion achievement. Use metrics such as market share growth, ROI, or peak year sales.]

[Compliance & Commercial Excellence: Detail your expertise in navigating complex regulatory environments (FDA/EMA), managing multi-million dollar budgets, and leading cross-functional teams including Medical Affairs, Sales, and Market Access.]

[Digital Transformation & Innovation: Briefly mention your approach to omnichannel marketing, patient-centricity, or leveraging data analytics to drive physician engagement and patient adherence.]

[Closing: Reiterate your alignment with the company's mission. Express interest in discussing how your strategic vision can contribute to their commercial objectives.]

Sincerely,

[Full Name]