

[Full Name]

[CITY, STATE] | [PHONE NUMBER] | [EMAIL ADDRESS] | [LINKEDIN PROFILE URL]
[Date]

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

RE: [Job Title / Reference Code]

Dear [Hiring Manager Name],

As a Product Portfolio Manager with [Number] years of experience driving lifecycle strategy and maximizing ROI across diverse product lines, I am writing to express my interest in the [Job Title] position at [Company Name]. My expertise lies in balancing short-term tactical execution with long-term strategic vision to ensure product ecosystems remain competitive and profitable.

Strategic Impact & Results:

- **Portfolio Optimization:** [Briefly describe a time you re-prioritized a roadmap to improve market share or efficiency].
- **Cross-Functional Leadership:** [Detail your experience aligning Engineering, Marketing, and Finance stakeholders].
- **Market Analysis:** [Highlight how you identified a market gap or trend that led to a successful product launch or pivot].
- **Resource Allocation:** [Mention experience managing budgets or talent across multiple product tiers].

I am particularly drawn to [Company Name] because of your recent [mention a specific company achievement, product launch, or market shift]. I am confident that my data-driven approach to product rationalization and my ability to lead through influence will contribute significantly to your [Department Name] team.

I look forward to discussing how my strategic oversight can help [Company Name] achieve its product excellence goals. Thank you for your time and consideration.

Sincerely,

[Full Name]