

HEROUX LAROCHE

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April 6, 2010

Ms. S. Clark
Posh Seating Ltd.
Email: hr@poshseat.com

Re: Director of Design

Dear Ms. Clark:

To become Posh Seating's next Director of Design is of great interest to me. As a design professional, with expertise in seating, I wish to continue my career contributing to the best seating solutions with a high-end furniture design firm.

My resume, attached, highlights a few projects, innovations, and solutions which I spearheaded, or to which I contributed my expertise. I would like to draw your attention to the following:

- Years of involvement, from drawing patterns, to improving flawed designs, to suggesting cost-saving measures that do not impact comfort or style, ensure my solid contribution to successful projects.
- Intimate knowledge of each process, every step that goes into creating comfortable and marketable seating, has allowed me to develop creativity that is tempered with practicality. Budgets and limitations are but a welcome challenge.
- A true people-person, I enjoy mentoring my team, answering tough technical questions, finding mutually agreeable solutions. I enjoy nothing more than tinkering with designs, or assisting the marketing department in identifying the key promotable features of a new product line.
- My leadership style is based on leading by example: I am dedicated, hard-working, deadline-driven, supremely organized. My goal is always to find the best process, the process that can be standardized. I continually transfer my knowledge and methods to my team.

I welcome the opportunity for an interview where we could explore mutual interests and how my leadership may be of benefit to Posh Seating. Please contact me at 416-555-1234.

Heroux Laroche
Encl: resume, 2 pages

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