Hiring Manager,

I wanted to take a moment to follow up to my online application and share a little more about my qualifications and myself as a Leader in Product & Marketing.

Before I get into my qualifications, I wanted to explain the recent gap in employment. One of the core reasons I came to Global Capacity in early 2016 to was to transform the company from a wholesale focused, entrepreneurial entity to a fast-paced, high growth, B2B focused company that could be positioned for a strategic acquisition. In May of 2017, nearly eighteen months ahead of schedule, Global Capacity embarked on a process to be acquired by GTT and completed that in September of 2017. Upon close of the acquisition, the Sr. Leadership team completed the transition, accepted our compensation and turned the reigns over to the GTT team. I must admit, it had been over seventeen years since I was not actively driving a new initiative, building a new team and driving revenue every day, so I took a couple months off and spent time with my family and did some traveling. Although I have had a wonderful time, I miss the energy, pressure and excitement of driving to a new goal and am excited to bring my expertise and passion to the next company.

In viewing my resume, online profile and publications, you will see that I have proven ability to interact, lead executive conversations, negotiations, and strategic sessions with customers, partners, vendors, analysts, and other critical contacts that are necessary in growing partnerships and revenue. My greatest strengths are in building and developing highly distributed new teams and creating or enhancing repeatable, documented processes to create, build, deliver and manage the lifecycle of product solutions. One of my foundational elements is that any successful product or solution requires a defined and measurable customer experience that can ensure customer longevity and loyalty and it is key to define that in the early development processes that I have implemented in many different environments. In addition, I am highly analytical, leveraging customer, sales, engineering, IT and operational inputs along with market data to make quick, but sound decisions. I am tenacious, passionate and have a long track record of going above and beyond to deliver on my commitments and goals and many of my past team members and senior leaders will attest to this. Lastly I strongly believe that products should be built to solve customer’s problems rather than finding customers for the products that have been built based on market observations. That approach requires a connection to customers and prospects, something I have a personal passion for and expect the same of my product & marketing managers.

In summary, I bring a broad background of Product, Marketing, IT and Operations skills in addition to strong leadership and development capabilities to the table and can be a valuable asset to your team. I look forward to the opportunity to discuss this more with you in the near future.

Sincerely,



Chris Alberding  
(603) 554-1797

[chris@alberdings.com](mailto:chris@alberdings.com)

<https://www.linkedin.com/in/chrisalberding/>