

DONALD, B. RAVEN

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Current date

Mr. John Bernard, Sr.
Vice President of Customer Strategy
Canadian Health Corporation
One Best Street Westmount
Montreal, QC H1H 1H1

Dear Mr. Bernard:

Thank you for taking the time to review my credentials. I'm excited to be considered for your current opportunity of Area Vice President, Account Strategy (AVP).

I am a Senior Life Science Business Development Executive with an exemplary track record for commercialization services for the pharmaceutical, biotechnology, and healthcare industries. I have successfully delivered market growth and exceeded financial targets year-over-year during my career. I've been able to do that leveraging my expansive knowledge of the marketplace, including delivering innovative customer solutions to pharmaceutical and biotechnology companies during the COVID-19 pandemic.

Consistent with your advertisement, I have consulting selling experience in best-in-class software-as-a-service (SaaS) products. I also have been engaged with Geo-Targeting in the planning and delivery of HCP and patient marketing campaigns.

My track record in this sector includes:

- Generating \$34 million in new revenue by collaborating with internal teams to activate 35+ healthcare brands.
- Growing business 21.2% by activating \$24 million in digital activations with 37% of accounts being new brands.
- Raising consumer brand awareness to 55%, generating a sales increase of 7%+ with 3-to-1 ROI.

I would be honoured to discuss your challenges and discuss my potential candidacy for this role on your team. I am interested in supporting an organization requiring market expansion, customer acquisition, and revenue growth while advocating for healthy patient outcomes.

Given my 22-year positive track record, I'm confident I can deliver results for Canadian Health Corporation. Please contact me at your convenience to discuss this exceptional opportunity.

Respectfully submitted,

Donald B. Raven

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PS: In addition to holding an advanced degree, I've earned Multi-President Club National Sales Awards and was honored with the International Corporate Business Excellence Award for my flawless commercial execution skills and my ability to produce market-leading results.