

# JEFFERY J. HANSON

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## VICE PRESIDENT ♦ CORPORATE STRATEGY

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November 12, 2009

Peter Forster  
Chief Operating Officer  
ABC Travel Corporation, Inc.  
Omaha, Nebraska 73255

Dear Peter,

Reaching corporate revenue goals by conceptualizing and driving **concept-to-reality stages for profitable new opportunities** is my forte.

Here's what you'll gain from considering my qualifications for Vice President of Strategy at Incremental Travel: ABC Vision's primary strategist noted for creating a **key alliance with Microsoft, in addition to a viable product developed specifically for the Asian market.**

What will interest you most about my credentials is my historically high impact to market share and internal improvements, plus an unusual record of innovation that sparked **multimillion-dollar potential and** generated valuable recognition among travel industry players.

Built into my leadership background is the ability to direct value proposition development, pricing, and product definitions for new partnerships, as well as creation of detailed product roadmaps formed in conjunction with business unit leadership teams.

Subsequently, my work has been used as a **model for integration success** throughout the company, especially in cases where industry challenges and mergers have created the need for a repeatable process.

- ♦ Foundational proposals for strategic alliances with **American Express, Hilton, Expedia, and Priceline**
- ♦ **Prestigious leadership recognition:** Smithsonian ComputerWorld, ABC Vision Power Mentor, and other executive awards
- ♦ Large-scale budget management (**up to \$30M**) for new, global initiatives and alliance funding behind lucrative partnerships

I trust that the information contained in my résumé forms a sufficient foundation for discussions of mutual interest. As I'm eager to qualify my value and answer your questions, I'll contact you next week to schedule a meeting.

Sincerely,

Jeffrey J. Hanson

Enclosure: Vice President Corporate Strategy Résumé