
SAMPLE LETTER OF INTRODUCTION 1:

As a Senior Account Manager at Lois Paul & Partners, a high-tech public relations agency in Burlington, MA. I have had a front row seat over the past five years as the technology sector first boomed and now busts. In public relations, I have worked with my clients to find ways to ride the Internet wave, develop product strategies, and communicate business expansion. Today that job has changed as I now work with my clients to communicate layoffs, refocus product initiatives, and look ahead for the next wave of opportunity. And as with all high-tech businesses today, LP&P has been affected by a slowing economy, creating internal business challenges.

I am currently responsible for three clients and handle everything from press release writing and media relations to participating in the executive level strategy discussions that drive my clients' businesses. Even though LP&P is a 15-year-old company, because our clients are often start-ups themselves, the past 5 years have at times felt like I, too, was working for a start-up with its hectic pace and constant pressure.

Prior to LP&P I held sales-oriented positions at Baybank (now part of FleetBoston) and the Herb Chambers Auto Group in Boston. I certainly learned a great deal about the psychology of selling at the dealership, and I gained a whole new perspective on the car buying process. In that time I also worked on pulling together my own start-up called Advanced Marketing Solutions, which in 1995 and 1996 was aimed at what was then a fledgling market of designing and hosting Web sites. Today companies like ours have well-known names like Sapient, Razorfish, and Breakaway Solutions. Unfortunately, my partner and I could not secure the time or monetary resources to go forward, but I now have a healthy respect for what it takes to start a business and deeply admire the celebrated few who have made it work.

I balance the demands of my job with time spent working on my newly purchased 1930s two-family home in Somerville. Since April 2000, my wife and I have spent much of our free time scraping paint and wallpaper, skim coating plaster, replacing trim, and painting. On the odd weekend, we've dug holes and installed a fence ourselves and planted a perennial garden. As a reward we might grab a beer on Sunday afternoon and settle down on the front porch to listen to the latest game—Red Sox vs. Yankees, Stanley Cup Finals, or the NBA Finals.

While many people think home repairs are tedious but necessary evils, I have come to enjoy the satisfaction that comes with the completion of a project. Few things are as rewarding as stepping back and looking at a freshly painted room, admiring the effort that went into bringing it back to life. I am looking forward to the new challenges and experiences that lie ahead. I anticipate spending many hours reading through course materials in the solitude of our newly lush backyard shade garden. And if you know Somerville at all, you know how happy we are that the backyard isn't paved over!

SAMPLE LETTER OF INTRODUCTION 2:

I am currently employed by Raytheon Company as the Director of Finance for the SIVAM and WASM Programs. SIVAM is an environmental monitoring and surveillance system that we are now installing in the Amazon Region of Brazil. WASM is an acronym for Wide Area Surveillance and Management Systems. This is a brand new business area where we are trying to leverage off of our SIVAM success by offering similar systems around the world. My responsibilities include managing the financial aspects of the existing business while arranging and securing financing for future ventures. I work very closely with program management and business development folks inside of Raytheon as well as the Export-Import Bank of the United States, the Central Bank in Brazil's capital of Brasilia, and several commercial banks in the U.S.

I have been fortunate to spend my entire career at Raytheon having started as a "co-op" student from Northeastern University. The company has offered me many diverse and challenging assignments at several of its key business units. In addition to the traditional Defense units of the company, I have performed on assignments as diverse as financial analysis for a "smart" automobiles venture with Ford Motor Company to a contract analysis of an oil refinery that Raytheon was constructing for Mobil Oil in Singapore, to my current effort.

I reside in Acton, MA with my wife, Ann, and our two children, Greg and Katy. In addition to our full-time professions, we actively participate in their educational, athletic, and social development.

Outside of work, my activities revolve around a very active family life. I'm involved as much as I can with school, boy and girl sports and scouting. My personal passion is flying. I've held a pilot's license for almost as many years as my driver's license. I fly as a member of the Hanscom Air Force Aero Club and the Civil Air Patrol, both located in Bedford, MA. While most aircraft were grounded for several days after September 11, CAP flew many humanitarian missions into New York. I'm also an avid reader and love to travel.

I'm excited about the opportunity to meet and work with you in EMBA XX. I believe our time working together will not only yield tremendous professional benefits for all of us, but will also provide the opportunity to form personal relationships that will last well beyond the completion of the Program.

SAMPLE LETTER OF INTRODUCTION 3:

I am currently a Director of Software Development within the Server Technologies Division at Oracle Corporation. I am responsible for two database server products at Oracle as well as several related data-access and data management products. Both server products are high-end, mission-critical database management systems that are used by major corporations and government institutions around the world with revenues of multiple millions of dollars each year. As the manager of several development teams, I set product direction and schedules as well as oversee the work of the approximately 33 software engineers reporting to me.

The products that I am responsible for are targeted to fairly selective high-end niche markets such as stock exchanges, currency traders and drug manufactures. Although I work for a large company, to be successful at my job, I often have work as if I am running a medium size business on my own. This is because these products require knowledge that is not widely available within the company and for the most part. I need to provide development, marketing, support and technical pre-sales services to a global customer base all from within the group of people reporting to me. It is because I am, in many ways, running my own business that I am interested in pursuing an MBA. I believe that what I will learn in the BU Executive MBA program will help me grow as a manager and become more effective in my job.

I know that a large part of the experience of the EMBA program is what I will learn from my fellow classmates. I have been a manager in software development for over 20 years and for about the last 10 of those years I have had the opportunity to travel extensively both in the US and overseas (e.g. Japan, China, Australia, Europe, the Middle East) visiting customers, getting to know their businesses and getting a better understanding of how I and my group can better meet their needs. I think that my experiences in managing teams and working in a global environment can be strength when added to the experiences that the other students will bring to the January 2008 class.

I have always enjoyed learning and, in general, my philosophy is that it is best to stay intellectually curious and to challenge myself in new areas. One of the comments I have heard from several people who have gone through the EMBA program (as well as others from similar programs) is that "you will think about problems differently". I am looking forward to the challenges and experiences that working toward my MBA will bring and to the new insights that I will gain from the work involved.

On a personal note, I am a father of 3, two of who are in college now with the third headed to college next year (my oldest son is an Engineering major at Boston University). I met my wife when she was working toward her MBA at the University of Rochester back in 1981 and we have been living in the Boston area since 1983. I enjoy traveling with my family, especially on skiing trips out west and I run and swim on almost a daily basis to try to stay in shape. I joke with my eldest son that the real reason I want to go to BU is so that I'll have access to the pool and the "lazy river" at the FitRec Center. I enjoy reading with special interest in Political Biography and American History. I also enjoy computer programming, especially objected-oriented programming with Java and I have an interest in language. As often as possible I try to keep up with my French by speaking with friends, reading "Le Monde" and listening to French radio over the internet.