

# Case Study 14: Editor Needed – A Job May Depend on It

## Background

Your best friend Aleksander has just left his position as the business development manager at AttainX International after 14 years with the firm.

## Current Situation

Aleksander has asked you to look over his resumé and cover letter and to provide any suggestions or criticisms.

### Exhibit A Resumé

**Aleksander Nowak**

999 Beech Crescent, Agawa, ON N2N 1Q6  
519-555-9382  
ANowak@attainx.ca

#### Education

1990–1994  
University of Port Hope, Agawa, ON  
Bachelor of Arts – Honours – Business Administration

#### Experience

2006–2020  
AttainX International Inc.                      Toronto, ON                      Director/Business Development

- 40-person Internet broadcasting software development company with offices in St. Petersburg, Russia, and Toronto, Canada.
- Distribution agreements IBM Canada and Hewlett Packard Canada.
- Sale of core technology to Braedon Technologies Inc.

2002–2006  
999.com    Hamilton, ON    Vice President, Business Development

- E-commerce enabled website communities for different industry segments including 80 art galleries and 120 health clubs.
- Merger of 701.com and the Red Book Directory creating the first local paper and online directory service in Canada.

1997–2002

Women in Motion Health Centers      Mississauga, ON

Manager

- Annual sales from \$1 million to \$5 million
- Co-operative marketing programs with Reebok, Pepsi Co. and Ryka.
- Sale of the company to a national health centre chain.

1994–1997

Life Systems Medical Inc.                      Mississauga, ON

Director Business Development

- Annual revenue growth of 150% for exercise rehabilitation equipment distribution company
- In-house exercise rehabilitation program for General Motors Canada
- Sales and distribution contracts with 27 manufacturers.

## **Exhibit B**

### **Cover letter**

17 May 2020

Cathy McGuillicutty  
Vice-President, Channel Marketing  
295 Phillip Street  
Waterloo, ON N2L 3W8

Hello Ms. McGuillicutty,

I am applying for the position of Strategic Business Development Manager. I have over fifteen years of business development and leadership experience, I have graduate with an Honours Bachelor of Arts degree in Business Admin from the University of Port Hope on August 15, 1994. I have followed the rapid growth of BearPaw Software and am very interested in joining your company in a business development role. Between 1994 and 2009, I was involved in the business development activities of a number of high growth start-up companies. I negotiate and manage a number of major strategic partnerships, mergers, and acquisitions including strategic sales and distribution partnerships with Hewlett Packard and IBM. In 2020, following the successful sale of my last company's core technology, I decided to look for a new job. I believe my breadth of experience in business development and negotiation combined with my recent educational enhancement make me a perfect fit for BearPaw. I have organizational and leadership abilities combined with proven strategic and negotiation skills. Thank you for reviewing my resume and I look forward to meeting with you to discuss the opportunity further.

Sincerely,

Aleksander Nowak

## Activities and Discussion

1. Find and correct the problems with the resumé.
2. Find and correct the problems with the cover letter.
3. Write an email to Aleksander with suggestions on how to develop a LinkedIn page.