

Thomas Q. White II

946 N. Kenilworth Ave, Oak Park, IL 60302

708/763-0100

TQ@tqwhite.com

May 6, 2005

Dear Google,

I found your ad on Craig's List seeking an Account Strategist. I would like to apply for the job. I have been operating employers' and consulting clients' websites since 1997. I was an early adopter of the weblog as marketing tool, have run affiliate networking programs and bought keyword campaigns from you. I am certain that these experiences will allow me to offer excellent service to Google customers.

I spent a fair period of my career as a technical sales support representative for technology companies. In that role, I became expert at extracting requirements and goals from customers and a whiz at writing analytical reports that got deals and made the sales rep proud. I got fast (overnight speed) at creating spreadsheets that modeled their production systems and calculated the ROI for the equipment we wanted to sell. I could do it so fast because I integrated a desktop relational database with the product line into QuarkXpress linked with Excel. It rocked.

My business experience is also very deep. I have started and run two small businesses and been the marketing lead for one of my employers. I understand small business economics (having written more than my share of business plans) and am able to talk about it effectively. That refers to what may be my most important qualification for this job: I am a cheerful and effective communicator. I am comfortable with customer contact at the small business level, at the departmental level of a large corporation and have made several board-level presentations to Fortune 500 companies.

I joined the internet in 1994, as soon as the commercial world in my neighborhood would let me. I have always had an active website and kept close to the state of the art. The internet marketing efforts I executed have always been early adopter stuff (I used Commission Junction when their website was still completely buggy). Equally importantly I love the internet and believe deeply in its ability to transform the way we communicate and help each other.

I love the idea of working for Google and am perfectly confident that my combination of 1) internet marketing experience, 2) technical sales support, and 3) communication skills will make me a really good employee.

I am holding my breath until you call to talk about it further.

Best Regards,

A handwritten signature in purple ink that reads "TQ II". The letters are stylized and connected, with a horizontal line above the "T" and "Q".

TQ White II

Thomas Q. White II

946 N. Kenilworth Ave, Oak Park, IL 60302

7 0 8 / 7 6 3 - 0 1 0 0

TQ@tqwhite.com

May 6, 2005

Summary

Experienced manager with strong analytic and technical skills, combined with excellent communications and internet expertise, and the ability to use a complete range of computerized tools to contribute to the growth of a company.

Skills

- Organize and execute business projects, develop business plans, create sales/com- munications organizations, complete 'from the ground up' entrepreneurial develop- ments.
- Plan and implement websites, e-stores, and marketing vehicles that are compre- hensive and attractive to users and that achieve market growth and management goals.
- Organize electronic communication strategies to disseminate information to employ- ees, internal and external customers
- Strong writing and verbal communications skills
- Demonstrated ability to explain technology concepts to clients and managers who do not possess strong technical backgrounds
- Organize information; synthesize data and present results in a concise manner
- Analyze business systems, build economic models, develop and write business plans

Work History

Restorion, 2001-2004

Automatic online backup of personal computer files using the internet.

Founder, CTO and President

Developed business plan and successfully recruited two rounds of capital for implementation of start up company. Devised product concept and implemented production systems. Programmed complex website supporting sales content management, order taking, software provisioning, and customer control panel, billing and distributor support. Designed marketing plan, developed ad copy and presentation materials. Spoke at public and networking events to promote product in the business community. Recruited and trained distributors.

Visual Playthings, 1999 – 2001

Software development and web design company

Projects included: development of database management software, creation and implementation of busi- ness plans and marketing support for computer/internet companies. Developed successful commercial web sites, created content managed sales website, marketing-oriented shopping cart and convention registration system.

Sonoran Scanners, 1998-1999

Startup company developing a UV direct-to-plate imaging system for the newspaper industry.

Product Line Manager

Conducted market feasibility study, planned and implemented marketing campaign. Analyzed potential customer production systems and documented them for R&D use. Wrote detailed technical specifications for an innovative product interface based on Linux, TCP/IP and standard data formats. Planned and developed successful marketing/technical support website.

Krause America, 1996-1998

Manufacturer of digital, direct-to-plate imaging systems for the printing industry.

American Marketing Director

Developed marketing plan for digital production products, created product literature, directed advertising campaign. Wrote magazine articles and advertising materials, implemented effective graphic arts dealer distribution channel, developed business plan including development of marketing plan for trade shows.

Provided marketing direction to research and development organization.

ResourceNet International, 1995-1996

Sales and distribution for Scitex equipment focused on small printing companies.

Technical Sales Support

Analyzed and planned electronic production systems. Wrote business plans for new production installations.

Scitex America, 1989-1995

Manufacturer of computer equipment for the printing industry specializing in prepress, imaging, and data management systems.

Manager Sales Support, National Accounts

Product expert for workstation for the packaging industry. Proposed product improvements, created collateral material to use in sales effort. Delivered talks at professional meetings, analyzed complex networked digital production systems to assess their productivity and efficiency, analyzed economic performance of production systems, directed technical support team for very large customers. Managed implementation projects for large networked production systems.

Visual Playthings, 1989

Freelance database programmer and business consultant.

Provided software consulting focused on the development of back office systems for ad agencies. Analyzed production systems and assessed needs, specified and documented software, developed a networked data collection and analysis system.

Laser Colour, 1987-1989

Printing industry 'trade shop' specializing in color separation.

President and Owner

Wrote production management and accounting software, specified and operated manual production systems, sold prepress products to large and small businesses.

R.R. Donnelley and Sons, 1978-1987/1996

Largest printing company in America. Worked in the Research and Development group inventing digital imaging technologies.

R&D Engineer

Developed networked system architecture and programming for an advanced graphic arts image processing production system. Designed and directed the implementation of a networked production control and data management systems. Analyzed technical aspects of potential targets for Donnelley's acquisition team and recommended their utility to Donnelley.