

██████████ has over 20 year experience in the user experience and research areas and has evolved into a highly qualified ██████████ with extensive experience in human interaction design, data analysis and user research concepts. Through her research she has the unique ability to create a connection between products and their customers and end-users, offering data-driven behavioral, usability, cognitive, ethnographic and human factors information about products, services and markets. ██████████ can add a tremendous depth of data-driven insights to any team and or company.

For this position, we interviewed over 10 candidates as a result of a nationwide search for a high caliber ██████████ expert we have decided to extend an offer to ██████████.

██████████ has a wealth of experience working with a variety of medical, consumer, gamification and enterprise companies, such as Wal-Mart, Doblin Group, Phillips, eBay, Hallmark, Wells Fargo, Electronic Arts, JC Penney and many others. She has collaborated with many prestigious companies on special projects seeking customer insights, such as IDEO, Doblin, Lante and others.

Our proposed salary is a lateral move for ██████████. We are proposing \$██████████, which is at the midpoint for an IC4. ██████████'s previous full-time salary was \$██████████ plus bonus. ██████████ has received another full-time offer from Walmart. The \$██████████ increase is a small amount to offer a competitive salary.

██████████ was evaluated extensively as part of the due diligence for a senior-level ██████████. We interviewed over 10 people for this role. She has exceeded expectations and will be a great asset to the team and the overall caliber of our customer-centric work. ██████████ has a unique set of skills, including an iterative agile design and research process, leading teams to make data-backed decisions and providing insights into customers, users and markets. She has worked with the full end-to-end product design and user experience process. She has a rare and unique combination of skills that include ethnographic research, market research, human computer interaction and usability testing. This is an uncommon skillset, as these skillsets are usually found in three different roles. This will allow us a unique opportunity to allow for closer collaboration with the cross-functional product teams, driving data-driven decision making, and a quicker, more nimble agile developed product due to her diverse skillset being provided by one key person rather than 3 different individuals. It allows for quicker response, more efficient turnaround and quicker delivery. This is a skillset we did not find in the other 10 candidates over the past few months. ██████████'s user focused Voice of the Customer skills and data-driven insights maker her uniquely qualified for this position.

This role of important to the success of creating metic and data driven decision making for all project team members. By not doing so, we risk not making customer-driven decisions earlier in the product development process and then having to re-work any development efforts after the product has been released into the market.

██████████ will be working on high profile projects, including those for Merck, Pfizer, UPMC, GSK, Mayo Clinic. If we do not use a ██████████ such as ██████████, we risk not designing for our customer's needs, desires, tasks and goals. This is a loss of time, effort and is considered a high cost to the business. We also risk missing unique innovation product opportunities for our business. See Harvard Business Review article: <http://hbswk.hbs.edu/archive/2815.html>.

██████████ is coming onboard due to her confidence in Oracle ██████████ ██████████, and wanting to create engaging and delightful product experiences that meets user and customer needs based on data-driven insights.