

Markus Becke Franco

Motivation Letter · AI, Sales, Business Development & Research
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Dear Hiring Team,

I would like to introduce myself not only through what I have done, but through how I think, how I build strategies and what working with me looks like.

How I think: a company as one interconnected system

I am a system thinker. I see a company as one interconnected system, no matter its size. I know the diverse departments, their tasks and how they interconnect. In a manager position, and especially when managing projects, I consider communication within the team the most important part. I see myself as the intersection and the critical thinker, making sure that every moment of truth (MOT) and every servicescape in the products and services sold is used to its fullest potential.

How I build strategies: data, feedback and a recurring cycle

I do not have social media or any social media interaction. Instead, I like to analyse the databases created in the backend of those omnichannels: doing data analysis and making predictions, building sales strategies and marketing concepts for the sales teams, and developing new projects. This becomes a recurring cycle of work, reinforced by learning from the feedback of the market, customers and research, constantly comparing whether what we do is increasing revenue or not.

After experiencing diverse industries, I acknowledge that the creation of products and services happens in a rapidly changing cycle, and I understand the importance of staying aware of the constant changes in AI. I work with AI myself and educate myself in my free time, as stated in my portfolio: learning how to read, use and structure databases so that I can quickly use the diverse tools inside your company. I am currently deepening my knowledge in Data Analysis, Cloud, Multi-Cloud (cross-planetary) and application-level structures, to use AI workflows that make the company more efficient, while including all teams in those strategies and making sure that everyone understands them.

What working with me looks like: my five core skills

1. Explaining complex systems simply. I explain complex systems in an easy and understandable way to people from different backgrounds, and I make sure that AI (MCPs, APIs, SDKs, protocols) is correctly integrated to produce new products or services, as well as sales strategies in diverse industry-specific domains.

2. Selling with ease. I make sure that my client understands the product or service fully, without question marks, so that they are confident to sign the contract. I was trained in different soft-skill techniques to combine storytelling, history, market knowledge and knowledge of world events into one story that keeps the product or service as the main objective.

3. Listening carefully. I listen to and understand the needs of the customer, and connect those needs with scientific research and up-to-date knowledge of what is happening worldwide. I use data, numbers, percentages and critical questions to assess my client and guide them to buying decisions through correct and very specific questioning.

4. Digital open-mindedness. I use diverse AI tools for frontend as well as backend work, and I learn new digital landscapes very quickly, be it cloud-based ERPs, telecommunication tools, Salesforce, AWS, Google Cloud, Microsoft Azure, or the cloud and multi-cloud systems used inside the company.

5. Public representation. I have no fear of speaking in front of hundreds or thousands of people at events and summits worldwide. I speak English fluently and am confident in negotiation, which gives me the confidence to discuss business topics with the correct vocabulary and critical perspectives, encouraging proper discussion and debate on very current topics. This is also why PR is one of the roles I am open to.

Roles and long-term ambition

As described in my digital portfolio, I am open to roles at the intersection of AI, Sales, Business Development and Research, such as SDR, BDR or PR. If accepted, I would love to further educate myself in AI, backend and

software development inside the company, potentially also writing a PhD in this domain. I want to help the company increase sales and visibility, and to research the intersection of the products and services the company provides with incoming ideas in AI, sales strategies, financial aspects and entrepreneurship, the fields I have been studying. I am very interested in your products and services, which is in my own favour to sell or work with, whether in a sales position or an internal operational position.

A note on social media and personal values

I take the digital social media world very seriously and am conscious about posting and sharing personal information. I decided for myself that I would rather work with the data coming from all those social media omnichannels than be the one posting, although I can also create posts for company websites and social media channels. I hope this does not influence my application negatively, but rather shows the professionalism behind it. I respect others' decisions and am respectful to every partner at work.

I take my personal and professional development very seriously, and I would like to use this chance to also build my personal life, as I intend to have a family and hopefully soon children. A job that makes this possible is crucial to me, and I share it so that you understand how closely these points are connected to my ambitions and my motivation to apply for such roles in a serious company.

If this fits a role in your company, I look forward to a first meeting to talk about potential collaboration and positioning. As I do not use social media, I am happy to connect via email.

Thank you very much. Below you will find my digital portfolio with a QR code, so you can scan it and see my work experience, my ambitions for the future and my motivation to develop further inside a company with shared long-term goals.

Kind regards,

Markus Becke Franco



Digital portfolio

markusbeckefranco.dev

Scan the QR code or click the link to view my experience, projects and ambitions.