

Director, Digital Software Engineering at Harley-Davidson

Dear Hiring Manager,

As an avid motoring enthusiast and a technology professional, the opportunity to lead the Digital Software Engineering team at Harley-Davidson excites me beyond measure. The blend of adventure and innovation that Harley-Davidson represents is something I have admired for years. The freedom and passion that your brand embodies resonate deeply with me, and I am eager to contribute to the next chapter of this iconic company's digital evolution.

My journey in the tech industry has been marked by a series of impactful roles where I've initiated and led significant digital transformations. At Verus Investments, I spearheaded the development of risk analytics applications that revolutionized our decision-making process, ensuring zero breaches and maintaining full compliance. By integrating advanced cloud services and implementing robust DevOps practices, we not only enhanced security but also streamlined our operations. This experience aligns seamlessly with Harley-Davidson's focus on cloud services, engineering management, and innovative solutions.

At REI, I introduced AEM, which significantly bolstered our website's performance and reduced downtime. This technical acumen, combined with my leadership in mentoring junior developers, reflects my ability to drive both technical excellence and team growth. Similarly, at Magnuson Hotels, my initiative to create a UK-centric portal increased account registrations and improved booking speeds, showcasing my knack for identifying and solving inefficiencies. These accomplishments underscore my capability to lead Harley-Davidson's digital software team towards achieving its ambitious Omni-channel goals.

What excites me most about this role is the chance to merge my passion for technology with my love for motorcycles. Harley-Davidson's commitment to innovation and its culture of adventure and freedom is something I genuinely connect with. I am enthusiastic about the prospect of driving technological advancements that not only enhance user experience but also uphold the brand's storied legacy.

Thank you for considering my application. I look forward to the possibility of contributing to Harley-Davidson's journey of digital transformation.

Best regards,

Joe Wilson