Pavla Thatcher

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Dear Hiring Manager,

I am writing to express my interest in the Group Vice President, Support Account Management opportunity at ServiceNow. Throughout more than 25 years in technology, SaaS, and enterprise environments, I have led transformation, business operations, PMO, and modernization initiatives where success depended on bringing together people, processes, governance, and execution around a common business objective. My career has consistently centered on helping complex organizations operate with greater clarity, accountability, and scalability while maintaining a strong focus on customer and business outcomes.

In my most recent role with Black Duck, I led PMO and Product Documentation organizations supporting 17 product lines, 34 strategic programs, and more than 220 annual software releases. This required a combination of portfolio leadership, resource planning, governance, executive operating cadence, stakeholder alignment, and customer-facing readiness. I also directed the complex enterprise separation of Synopsys Software Integrity Group into Black Duck, coordinating cross-functional teams, vendors, partners, dependencies, delivery risks, and customer readiness while maintaining continuity for customers.

Earlier at Synopsys Software Integrity Group (SIG), I established and led a global Project Management Office, implementing portfolio governance, project intake and prioritization, lifecycle controls, release readiness practices, executive reporting, and integrated planning. The objective was not simply to introduce process, but to create an operating environment in which leaders had the visibility, governance, and alignment required to make better decisions and execute predictably across a complex product portfolio.

My transformation leadership at Symantec further developed my ability to operate at enterprise scale. As Director of Global Business Transformation, I led a portfolio of initiatives representing approximately $1 billion across business, technology, compliance, operating model change, cost reduction, and revenue improvement. Among the outcomes were a $580 million run-rate cost reduction delivered ahead of schedule and eight initiatives that improved operating profit by $228 million, including $164 million in revenue improvement. I also previously led business operations for a 2,000+ FTE organization with an approximately $160 million operating budget, overseeing planning, workforce strategy, talent management, operational reviews, KPI reporting, and executive communications.

What particularly attracts me to the Support Account Management leadership opportunity is the opportunity to combine transformation with operational leadership and customer impact. Scaling a global organization requires more than a strong strategy; it requires an operating model that creates accountability, enables leaders to make informed decisions, strengthens cross-functional execution, and gives teams the structure and clarity needed to consistently deliver for customers.

I bring a leadership style that is structured, collaborative, and outcome-oriented. I am comfortable operating across organizational boundaries, navigating complex dependencies, engaging senior stakeholders, and translating strategic priorities into practical operating mechanisms. I would welcome the opportunity to bring that experience to ServiceNow and help strengthen and scale Support Account Management as a strategic driver of customer outcomes, organizational performance, and long-term growth.

Sincerely,
Pavla Thatcher