Dear [Customer name],

Hope all is well! I’m the [Sales Director] at Acme and I’m sending you this email to introduce your new account manager. I’m pleased to say [employee’s name] recently [joined our company/was promoted to account manager/etc.] and we’re excited to have such a great asset on our team.

[Your previous account manager, employee\_name, was promoted to new\_role and will be taking on different responsibilities].

[New account manager] has [X years] of experience in [field of sales or account management]. [State one or two interesting accomplishments]. I’m confident they’ll bring value to you and help you get the most out of our [product/services].

So, please meet [employee’s name]! They will reach out to you soon for an introductory call. You can also reach out to them by phone: +123456789 or email: employee@company.com.

Best,

[Your name]