

# Statement of Purpose

Nothing worth having comes easy – Theodore Roosevelt.

Today after having worked in vivid domains and organizations at Indian sub-continent level, I feel I am ready to level up my game to global arena. In order to work and contribute my skills to global organizations I earnestly seek admission into your revered university for the program Masters of Science in International Business.

I was introduced to International business early in my life. In the school days we were compelled to read News Paper everyday. My teacher, who was intrigued by International Business, influenced me to read articles on those aspects religiously. With time, I was so captivated by the topic that I started researching about the most successful International Entrepreneurs like Henry Ford, Peter Theil, Walt Disney, and Ariana Huffington. What made them succeed in their own domains? Their stories and their hard work always motivated me to dwell further upon the same subject.

After my incredible schooling I was given a free seat on merit in an academic institution that was near to the area that I lived. Here, I had different challenges and different circumstances that deprived me of good time within the four walls of the classroom. The peers in the class and the opportunities shifted my attention to things more on management, tech and cultural fests. Constant involvement in fests and collating tons of certificates and letters of appreciations affected my academic scores.

I chose to pursue my Undergraduate in Business Administration in the same group of Institution and continued the momentum at even faster pace. I was mentally broken for not faring well academically and thus I sought some professional help from a counselor for a brief period. I thrived out of situation with the help of my counselor and my parents and embraced music at the same time. Music encouraged me to be a better person than I was ever before. I heard hundreds of artists, their music; from across the world and understood what they went through and how did they deal with their difficulties. This resulted in composing fusions of different music that I liked the most. When my friends appreciated my work I started taking projects during the same period and generated good amount of revenue. Although, I started smelling a generous potion of success I was told to focus on education and get a permanent job that yields consistent income.

I paid heed to my parents and worked hard to marginally get better grades during my undergraduate final semester. After successful completion of my undergraduate course I earned my first Job as Procurement Analyst in Hewlett Packard Enterprise.

I started working in global procurement department and learnt great deal on various models that help the organizations of that stature to reserve massive profits that help them to sustain for longer duration in this fierce competitive world. After working for over a year at the organization I decided to switch job and grabbed the same in Ernst & Young (EY). This new company challenged me to work in taxation domain. Although there was a huge shift in the domain, my prior knowledge helped me floating and not sink. Interestingly, I learnt how financial, business laws and regulations affect business within the country and outside the country.

After cursory period of work at EY, I decided to challenge myself in the field of marketing and what better place to learn than working at a Startup? I learnt how to do things that are defined in the Job description at the same time how to lend a hand at the time of the need and yet work outside the roles and responsibilities defined in Job description. Today, I work as a digital marketing expert in this organization. I monitor trends on the website and suggest amendments to optimize better traction via various blogs and articles.

At this juncture of my life, I feel finally, it is time for me to upgrade my knowledge and widen its horizons under the professors like Mehdi Amiri Aref and Noel Albert. Furthermore, the overall program curriculum and structure makes it so interesting that it perfectly matches my requirement. I firmly believe the diverse experiences and my academic background matches the requirement set by the Kedge Business School. I would be deeply honored if my candidature is accepted and offered any financial assistance possible at the university's end.