

Date: 6-August-2019

Subject: Letter of Motivation for Masters in Management

Dear Sir/Madam,

I would like to propose my candidature for the Masters of Science in Management at SKEMA University. The motivation in doing so is corroborated in this letter from various instances, discussions, and experiences of my life. My contemporary work at UST Global as Senior Software Developer in Machine Learning and Digital Technology has aided me to truly comprehend the principal responsibilities first hand to lead a team as well as be a part of the core team to think and act outside the box.

During my undergraduate course at a premier institution named PESIT. I have had several opportunities to learn and interact not just with reputed professors but also students from across the country. I was fortunate to be encompassed by like-minded people smitten by success. This led me to become more competitive and creative. My interests and active participation in extracurricular activities bestowed me additional responsibility for chairing the Cultural & Theatrical Arts Event and also being an active member of IEEE student council, Bangalore chapter. In this one year, besides my regular scholastics, I learned many essential life skills. I learned how to plan, discuss and execute many small and large-scale events. And, most importantly, learned the art to delegate responsibility to the team members of the final year college project and seek accountability.

My academic and technical involvements at various competitions/workshops soon became a gateway to rampant awards, certificates, and recognitions. The practical manifestation of the acquired knowledge was rehearsed via projects and empowered regularly on campus via recognition. I grabbed every opportunity like participating in competitions, attending Ted Talks by Who's who of the industries, and many other available facilities. With the technical prowess I had acquired from distinguished professors of the college it was extremely easy to bag a job in an enviable organization named "Ericsson". Everything was going perfect and there was a mishap in family and I had to reject the offer to work and stay with my mother to support her emotionally and mentally.

Following a half-year break, it was initially difficult to gather all the courage and rekindle the passion to work. However, after some contemplation and discussions with friends, I could ignite the spark. I searched for job vacancies and applied to a few organizations and received offer letters to work in companies like TATA, Accenture

and UST Global. After exhaustive understanding of the job roles at all the companies, I chose to work for UST Global for the challenging role that it had to offer. In the last two years at the workplace, I have grown magnanimously, not just technically but in propelling myself beyond horizons. There were instances where I had to precipitously handle the situations creatively and offer solutions to the challenges that were technically possible and palatable to the clients. In fact, the primary occasion at workplace, post official training and induction we were approached to work on a digital marketing project "Analysis of trends of all products that were sold in all the retail stores across the United States of America". I led the team of 10 members and made sure we achieved the desired results. With perfect coordination and sharing same objective we received recognition from the senior managers and also were applauded for the performance.

After seeing the unprecedented growth of the company from the nascent stage of Proof of Concept to generating millions of dollars today. I feel it is the right time for me to learn how brand value is created, positioned and marketed? The insatiable thirst to learn the craft of marketing technical marvels creatively triggers me to pursue a Masters of Science course in Management.

Given the diverse experiences and interests at this crossroads, I wish to pursue my Masters of Science in Management provided at SKEMA. The course curriculum perfectly synchronizes with my interests and the challenges that I crave. The consortium between the multiple campuses across Europe further fuels my enthusiasm to apply my candidature for this incredible program.

Finally, I'd like to thank the admission committee to have spent time and read through my letter of motivation. An admission offer from your revered university will make my dream a reality.

Yours Sincerely,

Kurukunda Vaishnav Reddy