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MSBA Application Statement of Purpose
Summer 2024 | Cornell University

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Prompt

Please use the Academic Statement of Purpose to describe, within 500 words: (1) your academic interests, (2) your academic background, preparation, and training, including any relevant professional experiences, (3) your reasons for pursuing graduate studies, and your preferred concentration, in this specific program, and (4) your professional goals.

Intersecting Paths: Bridging Analytics, Business, and Community

As I consider my professional experience to further my collegiate studies, my interests combine international business development, client behavior, and the transformative power of analytics. Having spent the past decade in B2B FinTech Business Development, my professional journey has equipped me with the skills to construct and execute plans that demand the real-time intelligence derived from sales and marketing analysis, a journey that forms the bedrock of my academic pursuits.

The three intersecting points of international business development, client behavior, and analytics fuels my academic interests. The intricacies across cultural boundaries, regulatory landscapes, and economic contexts in international business captivates me. It demands an acute understanding of empathy, unraveling the fabric of how finance and banking executives think, feel, and act; a cornerstone in creating globally resonant sales and marketing strategies. My professional experience has illuminated the harmonious relationship between analytics and successful business outcomes.

My decade-long tenure in B2B FinTech business development has not only honed my expertise but has also fueled my passion for analytics, the engine that propels data-driven decision-making. Creating and executing plans that necessitate real-time analysis has been the anvil where my skills were forged. This dynamic field has prepared me academically but has also ignited an excitement for extracting actionable insights from complex datasets, an art I intend to refine through graduate studies.

The decision to pursue graduate studies at Cornell University is a natural progression in my quest for "Continuous Never Ending Improvement". The program's commitment to combining academic excellence with practical applications resonates deeply with my mantra. The dual concentrations in Marketing and Finance Analytics align seamlessly with my passions, providing a holistic perspective that bridges theory with real-world applications.

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Simultaneously, I am poised to embark on a new chapter with the launch of CrimsonWing Growth Strategies, my consulting business. This endeavor is not merely a divergence from the corporate routine but a strategic pivot to leverage my accumulated knowledge and skills in a more entrepreneurial capacity. The dual concentrations in Marketing and Finance Analytics will be instrumental in fortifying my consulting endeavors, enriching them with a comprehensive understanding of marketing and finance analytics.

My professional goals are to make the world a more connected place through the transformative potential of technology and data. I aspire to contribute to the evolution of the global Financial Technology landscape, leveraging technology to bridge gaps, foster community, and empower individuals and businesses alike. The dual concentrations in marketing and finance analytics at Cornell University are the compass guiding me toward this vision, providing the intellectual framework and practical knowledge needed for this transformative journey.

My academic interests, professional experiences, and passions converge in a narrative that, simply put, seeks to tell stories from data. Cornell University emerges as the only path in pursuit of this narrative, blending academic excellence with real-world impact. I am ready to embark on this journey, armed with a decade of professional insights and a commitment to shaping a future where technology and data facilitate community for all.