**Please expand on why you are pursuing this program (250 words or less):**

Since I was a child, I have been following the growth of my family business in the paper & pulp industry. Wanting to continue my family’s legacy, I decided to study supply chain management in order to help our operational side. During Covid-19, our branch office in Jakarta experienced a massive downturn in sales because nobody was using paper. Tragically, we had to close the branch in Jakarta and sold the assets to raise funds for the other 7 subsidiaries. This experience motivated me to learn more about innovative business model development so that I can restructure the company’s technology system through MS in Technology Management program.

In Columbia, I’m thrilled to work with Dr Craig Cuyar – Global CIO at Omnicom Group with responsibilities for leading the IT organization and enabling an IT transformation that enables more innovative and client-focused technology capabilities. I admire his experience in enabling an IT transformation which will help me in developing a digital transformation from using a paper based system to an ERP system. Furthermore, since my family business is still recovering from the COVID-19 impact, his guidance and tutelage would be one of the most valuable parts of my MS in Technology Management experience. (SEE MY NOTES BELOW)

A Master of Science in Technology Management program at the University of Columbia will be a defining experience through which I can develop my entrepreneurship abilities. By taking this program, I will also have a hands-on learning from Dr Craig Cuyar about utilizing cutting-edge technology to improve the operation of my family business.

\*\* for paragraph 2

Hi Kev,

I noticed that the content of your paragraph 2 is exactly the same as your SOP/PS. Thus, I advise that you only use the Dr. Craig once. Another excellent alternative to replace this content is mentioning the capstone project that is highly praised by all of the Columbia alumni. It appears that the project is the Launchpad to the alumni’s successful ventures after graduation.

Here’s some other mentors that you can mention in your essay: <https://sps.columbia.edu/mentor/thomas-cowan>

<https://sps.columbia.edu/faculty/norman-jacknis>

and here’s a direct quote from an alumni about Dr. Norman Jacknis:

“*Another professor who stood out is Dr. Norman Jacknis; he is a senior lecturer with the program and teaches several courses, including Leading Disruptive Change in a Digital Economy and Machine Learning & AI for Technology Leaders. Dr. Jacknis has been the director of Cisco’s IBSG Public Sector Group, the CIO and commissioner of Westchester County, New York, and the cochair of Technology and Enterprise Architecture in New York State Government’s CIO Council, among a few other roles. Professor Jacknis has decades of expert knowledge, especially in artificial intelligence but also in so many management functions. He has an answer to any question that one may think of*.”

Here’s a quote about Prof. Cowan:

“*Similarly my mentor and Program Director, Professor Cowan, has experience in top level management positions in IBM as well as building several companies and an active member on several boards; could give a wide range of views and best practises over many different disciplines. This exposure, the insights and access they offered, are invaluable*.”

However, make sure that you do your own personal research about what you desire to learn from Prof. Jacknis or Prof. Cowan and how you’d apply that knowledge to help your family business.

Lastly, you can also mention the student diversity as an attractive part of the program. You can talk about how you’re excited to learn from other industry professionals coming from different fields, life experiences, and culture. Show that you want to belong and contribute to a valuable student network and how learning along these amazing people can hone your soft skills.

Best wishes,

Melinda