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

As an undergraduate learning about supply chain management, I took the initiatives to help in the operations 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. At that time, I was still a college student with very limited experience in managing business and knowledge in the industry. Based on this experience, I knew I still had a long way to go regarding innovative business model development or restructure of the company’s technology system. In the Technology Management program, I aim to learn all this.

I’m thrilled to work with Ashifi Gogo – an expert in end-consumer authentication technologies. As the founder and CEO of Sproxil, I admire his development of Sproxil defender technology to verify product authenticity used by consumers globally. 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.

A Master of Science in Technology Management program at the University of Columbia will be a defining experience through which I will develop my entrepreneurship abilities utilizing cutting-edge technology. More than just abilities in innovation and digital strategy, this degree will teach me how to thrive in a competitive corporate world.