**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. Therefore, I’m thrilled to work with Ashifi Gogo – An expert in end-consumer authentication technologies. As the founder and CEO of Sproxil company, I admire his experience in developing “Sproxil defender technology to verify product authenticity which has been used by consumers globally. Ashifi Gogo was awarded as the Social Entrepreneur of the Year award in 2014 by the Schwab Foundation, and his company was named as the world’s most innovative company in health care by Fast Company, beating 99 of the Fortune 100 companies. With my family business that is also struggling from the COVID-19 impact and is still recovering, his guidance and tutelage will 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 the defining experience on which I will develop my entrepreneurship abilities utilizing cutting-edge technology. More than just abilities in innovation and digital strategy, I feel this degree will teach me how to thrive in a competitive corporate world.