**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. 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. This experience motivated me to learn more about innovative business model development or restructure of 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.

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. By taking this program, I will also have a hands-on learning from Dr Craig Cuyar about utilizing technology for improving the operation of my family business.