Jacob Ferlin – Cover Letter

I came in contact with Ericsson during a workshop on design thinking this fall. The workshop was held by Karl-Magnus Möller and was part of a master course in my entrepreneurship education at Gothenburg University. Since then, Ericsson has been on my mind when it comes to master thesis and perhaps also for later work life.

Found the thesis application for the networked society on your site which caught my attention. My interest for ICT can mainly be seen through my earlier education: upper secondary school was filled with programming robots, manufacturing machines (I actually competed in youth-SM in CNC programming, ended in fourth place though), and in a short internship in California used for even more programming in industrial settings.

After attending Chalmers for half a year I changed my mind though, from focusing only on physics and technology to more on society, innovation, and entrepreneurship. Since that change my interest for tech. never vanished but my time was used for doing simpler websites and such for entrepreneurial reasons, trying out different business models. Having read books (love to read) related to tech. and society (great reading tips below) my interest for more advanced topics has once again raised, this time I chose to attend machine learning courses on Coursera offered by Stanford University and John Hopkins University.

My business experience can be considered to mainly stem from the student consulting firm I worked for a year and later on led together with the CEO for another year. What I learned there was first to sell and running market projects, and later on to develop the business with e.g. a new business area (read more about that on my CV) and being responsible for the quality of every project.

When it comes to thesis areas I could consider at Ericsson, it would be really interesting if it were related to how business models could be developed and validated using the vast amount of data available in the internet. In a wider perspective, areas concerning how innovation on both strategic and managerial level could be enhanced by ICT would be of great interest.

A partner I wish to work with is David Marcell Szabo.

Best Regards

Jacob Ferlin

November 19, 2015

Brynjolfsson and McAfee (2014), Kurzweil (2005), Kurzweil (2012)

**References** (have never put them on a cover letter before, still great readings for the one interested!)

Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: work, progress, and prosperity in a time of brilliant technologies*. New York: W. W. Norton & Company.

Kurzweil, R. (2005). *The singularity is near: when humans transcend biology*. New York: Viking.

Kurzweil, R. (2012). *How to create a mind*. New York: Viking.