

Statement of Purpose

My father has been my biggest inspiration while growing up, guiding me through school and igniting my deep interest in technology. He was an electronics engineer himself, and his work on Global Positioning Systems (GPS) inspired me to pursue a Bachelor of Engineering in Electronics and Communication. I listened to him talk about the workings of GPS, smartphones, and the societal impact that they have created, which furthered my curiosity about how innovations are conceived, designed, and brought to life. My ambition was to be surrounded by a world of products that would make life easier, bringing technology closer to each end-user. My multidisciplinary program opened my eyes to many junctions of technology with other fields, more specifically AI and Information Science, therefore allowing me to widen my outlook significantly.

During my undergraduate studies, I focused on AI-guided robotics and embedded systems, with a solid basis in engineering mathematics, physics, and chemistry. This academic background equipped me to do challenging research, including an extensive project targeted at improving cardiovascular disease diagnostics in rural India utilizing AI to perform echocardiography, addressing a shortage of qualified operators in these locations. I worked on this project for more than two years, leading a diverse team of 12 people from various fields of study, such as electronics, medical electronics, and computer science. This experience sharpened my technical skills and demonstrated the need for efficient communication and teamwork. Our study has been presented at an international conference and has been accepted into IEEE and Scopus publications. In addition, I balanced academics with extensive lab work, contributing to projects on 4-axis SCARA robots and cryptography, further developing my leadership, adaptability, and technical skills in engineering.

Beyond academics, I sought community engagement and innovation by co-founding Wonga Finance, a club addressing financial literacy gaps among students. Under my leadership, we grew to over 700+ members, offering over 130+ webinars on topics like stock investing, mutual funds, and cryptocurrency, featuring industry experts to inspire and educate. I also joined the Innovation and Entrepreneurship Development Club, where I contributed to content creation and social media, helping us secure 2nd place at IIT Bombay's National Entrepreneurship Challenge (NEC) in recognition of our efforts. Additionally, I volunteered with an NGO, delivering fresh produce to those in need. These experiences have deepened my understanding of leadership, collaboration, and the value of community impact—qualities I consider crucial as a future leader.

I feel theoretical knowledge is only valuable when applied to practical experience. I thus pursued internships to fill the gap between academics and the application in an industry. In the fifth semester, I was selected for BlackBerry's mentorship program, which gave me an opportunity to explore the corporate world. During this experience, I discovered my interest in product management. Motivated by this newfound interest, I pursued an internship at The Media Ant, an ad-tech startup, to gain a deeper understanding of the field and learn its nuances. I worked in very close coordination with the CTO and experienced product managers. This internship allowed me to dive deep into user-centric product development and internal tools, analyzing user behavior that would drive results with potential impact.

Building on my foundational knowledge, I interned in the Product and Strategy team at Kinara Capital, a fintech company, where I had the chance to explore my interest in finance. During my internship, I actively contributed to both the testing and product teams, playing a pivotal role in launching a Loan Management System. Additionally, I led the evaluation of vendors for helpdesk software, negotiating with global vendors to find the best solution for the company's needs. This experience deepened my understanding of product management and reinforced my belief that effective stakeholder communication and negotiation are essential to success.

Eventually, these internships landed me my current role as Associate Product Manager at Apsona, a US-based company that works toward simplifying data management on Salesforce. Working in a small team of about 25 people, including your colleagues from the US and India, has provided significant exposure to diverse projects, client interactions, and

administrative Salesforce tasks. Working with different backgrounds and viewpoints has shaped my perspective and hastened my growth as a whole. My engineering background allows me to bridge the gap in technical requirements while my management skills ensure the successful completion of projects. Collaborating closely with senior leadership, including the CEO, CPO, and CTO, has significantly accelerated my professional growth.

This has indeed been an invaluable experience in product management. Still, it's instilled in me a realization of the gap in my knowledge about strategic product development and state-of-the-art management practices. Even though my technical foundation is somewhat related, I have a long way to go in really appreciating how technologies come together to deliver a full-fledged product. My undergraduate study was very technical; I studied all about transistors, chip design, and circuit design. However, a practical understanding of how this works together in developing products was beyond my comprehension. Additionally, my undergraduate program did not permit me to take classes that were management-related; thus, the concepts of strategic frameworks that govern successful product management needed to be improved.

Pursuing a master's degree is the natural next step in my career, as it will equip me with the essential skills for technical innovation while building a solid foundation in business strategy. Dartmouth's focus on practical, hands-on learning and its integration of technical innovation with strategic leadership make it the ideal place for me to achieve these goals. I am particularly drawn to the flexibility of Dartmouth's course offerings, including the dedicated product management track. The opportunity to learn from esteemed professors like Professor Elizabeth Murname, who teaches the course "Product Design and Development," is another crucial reason for my interest in the program. Her inspiring academic journey and expertise make me eager to attend her classes and gain valuable mentorship under her guidance.

Beyond academics, I am excited about the firm, close-knit community at Dartmouth, which includes students, professors, and alums who bring diverse perspectives. The small cohort size will provide an environment that encourages personal and professional growth. I have held a strong belief that you are an average of the five people you spend your time with, and being surrounded by such motivated peers will push me to reach my full potential. I am particularly interested in joining The Dartmouth Humanitarian Engineering student organization to work on technology-driven solutions for social good and contributing to the MEM Student Council to foster a collaborative learning environment. Dartmouth's unique combination of rigorous academics and a supportive community makes it the perfect place for me to grow both as a person and as a professional.

After graduating from Dartmouth, I want to take my passion for finance, technology, and products forward by working as a Product Manager at a Fintech startup like Stripe, Robinhood, or Chime. In this position, I want to dive deep into the product as well as into various business, technological, and financial aspects. Working in a startup would allow me to make bold moves, take complete ownership, and drive growth and innovation to a company. In the long run, I imagine myself building a company of my own. I want to use my experiences and the knowledge that I gained from my education to make a meaningful impact on our society. My larger goal is to empower young adults who are figuring their lives out by cultivating financial literacy. Seeing the impact that my club in college has created, has made me believe that engineering solutions go beyond solving technical challenges but also empowering people and communities to make informed and effective decisions.

In general, my journey has combined technical know-how with an entrepreneurial spirit and a passion for product management. This background, along with the knowledge and skills I hope to gain at Dartmouth, positions me to make valuable contributions to Product Management. I stand on a solid engineering base and am committed to lifelong learning. I am so excited about the opportunity to get my master's degree from Dartmouth's Thayer School of Engineering.

~Aditi Parvati