**Describe your post-Masters in Financial Analysis Career goals, telling us your ideal sector, role and function; and your motivation for this goal.**

**The word limit is 300 please help shorten this essay.**

Upon completing my master program, I plan to continue building my career in corporate finance and strategy within the E-commerce sector and eventually aim for the Chief Financial Officer (CFO) position, which has been a personal ambition of mine. CFO is an interesting position as it has the best seat in the company to monitor and manage the overall financial structure of the corporate, intertwined with the company’s long term strategy, crucial for the company’s sustainability. Working within M&A has allowed me to meet various CFOs from various industries and I have always admired CFOs that completely understands their company’s competitive strategy and make wise business decisions accordingly. A head start in corporate finance will help me build a strong foundation in understanding of how the business operates, best manage its funds and allocating it optimally.. As E-commerce is one of the most rapidly growing sector with tremendous potentials in Indonesia, I am confident that with my expertise in finance, I will competently improve sectors in my home country through technological advancement. This sector market is expected to rise up to $65 billion by 2022 and will represent est. 20% of the total workforce. To ensure the success of digitalization of Indonesia’s economy, one of the major criteria is having the right talents, and small and midscale start-ups have to appropriately allocate its funds to its best usage. My working experience made me realize that while I deeply enjoy investment analysis and problem solving, I plan to take it further to become a CFO to manage a firm’s overall financial strategy and direct it to optimize investment value. I am confident that by pursuing this career path, I will be able to fulfill my personal ambitions in contributing to the sophistication of corporate finance in Indonesia.

Hi Ian!

I can see that you are very passionate and focused in achieving your aim on becoming the CFO of an E-commerce company. I think your goal is great, and you answered the prompt very well.

I cut a part that I think could be ommitted, so that it makes it to the word count.

I wish you all the best! ☺