**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 sectors 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 approximately 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 their funds to the 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! ☺

Hi, Ian!

I’m here to offer an alternative point of view.

While it’s good that you have a specific position in mind, I feel that de-emphasizing the need to become a CFO might help you come across as someone who is more mature and flexible. In other words, do mention CFO, but don’t fixate on it. My reasoning is this: some admission board members might read this as you being parochial and narrow-minded, thinking that you can only influence the Indonesian financial sector if you become a CFO. This cannot be further from the truth.

Instead, demonstrate your willingness to adapt to similar role in the sector where you still get to exercise that influence and meet your personal ambition.

Thanks!

Fedora Gracia and Paul Edison

All-in Essay Editors