January 27, 2022

College of Business

Graduate Programs University of Montana

Gallagher Business Building Rm 329

(406) 243-2064

Dear Graduate Review Committee,

During the two decades it took to complete my bachelors I was extremely fortunate to work with a very diverse collection of businesses, from individual startups to multinational corporations. What I found was my passion shifted from writing computer software and into the deeper integration of how software is used and licensed in an organization. Working with companies to advise them on not only the software to purchase to run their organization, but also how to license their software for others to use. I returned to college to complete a Master of Business Administration to learn more about how to run a business. Now I want to dive deeper into the data and help with the analysis and presentation of data.

The MSBA program will help me translate data to understandable metrics to aid in decision making for businesses. I want to be able to help analyze cost data and demand for software and applications to help business determine if they are viable projects to either continue developing or being developing. By increasing my experience in cloud and big data space, I can help business understand the data they already have and how to shape their software offerings around the market potentials.

Thanks,

Bradford Knowlton Jr., MBA