**Michigan Ross MBA Essay Responses**

What is your short-term career goal, and how will Ross help you achieve it?

My goal is to become a Product Manager at a technology company, leading teams and introducing new features and capabilities to an organization. I am beginning to take on management roles in my current job and I aim to grow my technical and project management skillsets so I can more effectively lead teams. As a Product Manager, it is important for me to understand both the complexity of what is happening behind the scenes, but also be able to effectively communicate across the business in a simple manner. Ross’s MBA program focuses on real experiences and collaboration, both of which will provide an environment where I can contribute and learn. Ross demonstrates commitment to its students by prioritizing programs such as the Multidisciplinary Action Project course. This focus on exploratory learning is exactly what I'm seeking in an MBA program and Ross offers a challenging but comprehensive curriculum that will provide me with the knowledge I need to succeed in my new role. I am confident in Ross’s ability to help me achieve my career goals due to Ross’s reputation, academic resources, and career network.