

# PERSONAL STATEMENT

*To: Admission department  
London School of Economics and Political Science*

As I work toward a spring 2015 target date to complete a Master's Degree in Economics at Taras Shevchenko National University of Kyiv (from which I received a Bachelor degree in Economics of Enterprise), I have been considering that I would like to strengthen my educational experience and credentials from an educational institution in Western Europe. My initial attraction to universities in the United Kingdom reflects my social, political and economic liberal perspective. After researching and visiting educational institutes in Sweden, Denmark and United Kingdom, I have decided that the Master's Degree Program in Management of Information Systems and Digital Innovation offered at the London School of Economics and Political Science offers the best opportunity and fit. This program aligns with my educational goal in further developing my understanding of and capabilities in the area of international business and information systems management.

My fascination with technology developed at a young age. Nowadays it may sound quite naive, but in when I was six years old I decided that I would be an astronaut. The idea of exploring the universe seemed like quite an attractive idea. A further examination of all that was required to be an astronaut as well as having a more mature ability to appraise my realistic chances of achieving that goal were sufficient to convince me, however reluctantly, to change my mind by the time I was eight. Later I realized that the famous Neil Armstrong quote «The Eagle has landed» was merely the culmination of the combined efforts of very intelligent, highly trained and exceedingly dedicated engineers and managers who put in countless hours of outstanding work, making it their life's work to help put a person on the moon.

The truth is that the seemingly miraculous achievements of science and technology are only possible thanks to those who have created all the necessary conditions that make exploring a new frontier possible. This offered me another path in which I could be part of future space exploration missions without becoming an astronaut. A few years later, as the idea of an aerospace career germinated in my mind, I also read about, and was greatly inspired by, Elon Musk, founder of the Tesla electric car company and SpaceX. Witnessing the passionate drive and successes of the SpaceX enterprise has helped me transform what started out as a dream into what now can be described as a personal mission or life goal.

Lofty goals are, however, intimidating things to have. The very first challenge one faces is the question «Do I have what it takes to achieve it?» The fact is that I have always feared only one thing -- mediocrity. Despite my intellectual capabilities, I still had a concern that I might become distracted or complacent and trade my dream in for a comfortable salary and a more traditional, less ambitious, career path. This is something I have been determined to avoid.

From the moment I entered high school I have maintained a clear and coherent plan. I decided that I should attempt to gain skills in the two complementary, but very different, areas of business and technology. This seemed prudent given that often it seems that these two disciplines are competing against each other, with engineers not having enough appreciation for economic constraints and the accountants and economists not having any real understanding of technological constraints. I have been planning, with my educational pursuits, to help bridge that gap.

My interest in, and ability to grasp, technology was evident at an early age. I wrote one of my first technology oriented articles dedicated to mobile operating systems when I was 15 year old, submitted to an online technology forum. This article was very highly regarded by reviewers who were IT professionals interested in the subject. I continued my twin pursuits of trying to develop business and economic skills while also developing technology skills as part of my university program which included times where I would be

studying macroeconomics during the day and exploring the latest technology trends in the evenings as part of my bachelor of science program.

After obtaining my bachelor of science degree I joined Microsoft a year ago in order to gain tangible work experience in one of the worlds most successful technology companies. While for many working for Microsoft might be their end goal, and even for me it was a great privilege to be a part of this team, the temptation to stop here and take advantage of an interesting and promising career in IT was not enough to distract me from my vision of working in the aerospace sector. Working for Microsoft was a good step towards my intermediate goal to work in Silicon Valley by my mid 20's as a business analyst. My target companies include Apple, Google and possibly even Tesla Motors. I would also be glad to continue my work experience with Microsoft in Redmond, given the right opportunity. All of this will, however, have to wait until I complete my current masters of science degree program in Kiev followed up with additional post graduate studies at a suitable educational institution abroad.

My longer term goal, looking ahead into the next 10 years, is to apply for a Business Analyst position at SpaceX after I have gained enough work experience to make me a competitive candidate. Being a part of the team that helps put a person on Mars would be one of the greatest personal accomplishments of my life.

With approximately a quarter of my life behind me, I am satisfied by my accomplishments but I am equally driven to want to work hard to ensure that I am also as successful in achieving the goals that I have set out for the next quarter of my life.

The world faces many challenges that will require leaders who demonstrate respect while simultaneously embracing ambitious goals and high ideals. Respect and good business ethics are values that many Ukrainians have come to understand are essential to a successful society, the absence of which has tragically negative consequences not just for a national economy but also for a nation's political culture and, therefore, it's very future. I see my potential as a future leader as being greatly enhanced by the opportunity to attend, to learn from and to contribute to the London School of Economics and Political Science.

What I would like my future teammates and classmates to know about me is that I am one who is not afraid to dream big, think globally, and to work incredibly hard to achieve my personal goals. This drive is also something that my classmates and future peers can count on me to apply to the shared goals that we set as a team with each of us doing our part in helping to create the necessary conditions for future miraculous achievements that will be the inspiration for the next generation.

Thank you very much for considering my application.

Sincerely,  
Olexandr Kutovyi