

STATEMENT OF PURPOSE

“There is more healthcare than steel in a GM vehicle’s price tag.” — GM Executive

Is Google a complex search engine or an analytics firm? Is Apple a consumer electronics innovator or a branding agency? - A naïve me pondered 2 years ago. We have clearly entered the decade of a data-driven economy; an era where business plans are getting outdated faster than wrist watch repairers and market research is no longer a surrogate for prototype and user testing. In today’s world of cognitive business, the smartest minds of our generation shouldn’t be striving for pseudo celebrities brimming with bogus likes/followers on Facebook/Twitter while instead they can *actually* transform the lives of real people with technology & data.

Although my academic parameters, international journal publications and merit scholarships indicate technical acuity in core engineering, what defines me is my thirst to dissect and decipher enigmatic business problems and provide technology focused solutions. The mentorship & CEO shadowing programs by Global Shapers & SAP Labs equipped me with the Consulting & Corporate Leadership (CCL) toolkit at a very young age. Having had the privilege to wear multiple hats of an ASIC chip designer, Systems Engineer, ERP Consultant, HCI-Research Assistant, Interim Project Manager and Business Systems Analyst across a diverse industry set encompassing Semiconductors, Oil & Energy, Healthcare and Telecommunications, I am confident of adding to the paradigm diversity of the technology consulting world.

Working at a product-based B2B setup at LSI and service-oriented B2B2C environment at IBM has laid a solid foundation in grooming my visualization of a problem from multiple schemas -an engineer, an analyst, a product owner. It stitched the Technology-Business-Leadership (TBL) chain. It strengthened my belief that proper alignment of technology solutions with business processes will pave way for efficiency, innovation, and accomplishment in any industry, and I am passionate about being a vehicle to help achieve those goals.

As an IBMer, I was pleased to see the heavy focus on the conglomeration of Education, Healthcare & Technology (EHT). I witnessed the struggle to drive intelligence into Watson Health to create a unique global data health cloud to allow doctors and researchers share and analyze health data using advanced analytics. Some mindboggling results were achieved in the areas of Neuromorphic computing, Cognitive science and Medical imaging. This further fuelled my motivation to work on my broader objective of *“Getting the right information to the right person at the right time on the right device using the right infrastructure”*.

At the Kelley School, I wish to broaden and deepen my T-skills in IT, business case analysis and general management from a diverse class, industry-tailored courses and world-renowned faculty while sharing my own learning & experiences with my peers & freshmen. After graduation, I aspire to continue as a techno-functional consultant to help alleviate existing business problems using *cognitive solutions* and identify new markets by developing and implementing dynamic business processes, advanced engineering prototypes & strategies to fuel cost-effective product & service innovation. One of my more focused goals is to *“Integrate Health informatics into Healthcare to leverage BigData, draw insights into potential markets using Business analytics, and integrate it with medical devices and mobile applications, to provide mobile access to consumers at reduced cost and increased transparency”*. I really hope you support me in my cause and give my application a sincere consideration.