STATEMENT OF PURPOSE

Throughout my education, and professional career, I have always enjoyed learning and broadening my horizons. This has attracted me to various courses and technologies. Over the years, my focus has always been to leverage my learning to help people. With persistent research, hard work, and through my professional experience, I realized my calling was towards Product Management. I want to make products that are seamless, technologically advanced yet simple to use. I am passionate about health care and the mobile industry, and I would love to work with people driven by a similar cause to make technology accessible and cost-effective.

To facilitate my learning, I decided to take up Information Technology from SRM Institute of Science and Technology. I learned to build software interfaces and code in C, C++, Java, etc., and took up electives like IoT and HCI so that I could gain perspective on embedded systems and how humans perceive technology. I have been a part of two half-year projects; one aimed to provide a solution to water scarcity by regulating the water supply based on consumption data and thus minimizing waste. The next project helped farmers by providing them with an automatic irrigation system that dispensed water depending upon the soil moisture, sunlight, and appearance of the crops. The concepts of embedded systems and image recognition were incorporated to achieve this. I took up electives from the Management School in SRM to help me gain a better perspective on Technology Management. I learned about the operations of healthcare systems in various parts of the world and took up a course on “Hospital Information Systems”. Contributing to multiple projects in college and envisioning products from scratch made me realize that Product Management would be a suitable path for me.

I was enthused to get an opportunity to intern at Cerner Corporation, a world leader in Healthcare Technology. During my role as a “Software Intern”, I helped in adding various checks to an API-Linter which helped in the reduction of manual API reviews. This resulted in early identification of errors and faster releases for other engineering teams. I completed my internship and project demonstration forthwith; I got an offer to join Cerner as a full-time employee in the role of “Test Automation Engineer”. With this role came extensive collaboration and I was closer to the final product, thus closer to the customer and the problems they face. I got to take ownership and work over many solutions. I led one of the first mobile-based application testing projects wherein I was able to showcase my technical and managerial skills. I automated the entire process for testing, suggested product improvements, found defects, empathized with the customer problems, and understood customer product usage which ultimately resulted in an early release by 30 days. Working alongside my Product Managers and assisting them in requirements and analysis, strengthened my belief that Product Management would be a great career path for me. Moreover, I got to collaborate with people across the world, learn about them, their work styles, opinions, and culture which contributed a lot to my holistic development.

Armed with my knowledge from my degree and work experience, I feel I will be able to promote the values and support the mission of NYU Tandon School of Engineering. I want to learn more about Product Management and how I can make products accessible and affordable. Therefore, the MS Management of Technology program seems like the perfect platform to expand my ken. The core courses and electives in Business Design and Data Analytics showcase a rich curriculum. I am also intrigued by the work of Prof. Anne-Laure Fayard and I believe with her guidance, I will be able to gain immense knowledge in making products more inclusive and intuitive, and learn new pathways to achieve my goals. I am confident that I shall be able to live to the standards set by the University.

Vishnu Tirumala