

Dear Sir/Madam.

I am writing to express my interest in enrolling in the Master *Managing the Digital Transformation in the Health Sector*.

With over two decades of experience in public service roles, 15 of which have been dedicated to coordinating teams and projects in the areas of governmental and institutional communication, quality management, service design, and public service delivery, I feel that this program may be an added value to my professional journey.

My career has been marked by a continuous commitment to excellence and innovation, constantly seeking ways to improve public services and user experience.

I have been serving, in the last 10 years, as a service design coordinator at the Portuguese Environmental Agency but from April 2024 onwards I'll start working as communication director of the University of Lisbon School of Medicine. In this new position, I will be immersed in a series of projects related to digital transformation, elearning, and digital health. The opportunity to lead efforts that shape the future of healthcare is truly exciting, and I am motivated to apply the knowledge gained in the master's program to drive these projects with efficiency and innovation.

Since 2023, I am an invited mentor in the Leadership and Innovation Mentoring Program (Portuguese National School of Administration), where I have the opportunity to collaborate with senior officials in the Portuguese public administration. In this role, I assist in the development and implementation of innovative projects aimed at enhancing services for citizens. This experience has been extremely rewarding as it has allowed me to apply my knowledge and skills in a context that constantly seeks to adapt to the demands of the contemporary world.

In 2020 I was enrolled in this same programme, as a mentee, having had the opportunity to follow the development and implementation of a quality and innovation plan at the Hospital Center of Trás-os-Montes e Alto Douro.

Considering my achievements and professional goals, I firmly believe that this Master is the ideal program to deepen my understanding and skills in this crucial area. I am particularly impressed by the universities consortium, the online learning mode, as well as the practical learning approach offered by the program.

I am committed to absorbing all the knowledge and experience offered by this program and applying it in my professional practice.