

Eeva Saari
Phone: + 358 408391 255

Motivation Letter
ManagiDiTH

Dear receiver,

I have strong feeling that this study program would be a next big step in my career. I am eager to join to new journey and combine all my knowledge to develop something new for healthcare and social care services and finding ways to collaborate with pharmaceutical companies, who are in forefront of new digital tools.

In my current role, Customer Engagement Manager in pharmaceutical company Sanofi, I am developing our customer interactions in multiply channels and ensuring operational excellence from customer engagement perspective. In practice, this means that I have been creating digital customer journeys and implementing it both in technical and content wise. Our mission is to implement true omnichannel experience for our target groups – the health care providers. The customers I have interacted in this role are treating diabetes.

I am very good in organizing and facilitating workshops that benefit design thinking tools. I have also been using agile approach for campaign planning, so I am familiar this way of working. My responsibilities have provided invaluable insights into understanding customer needs and expectations, allowing me to cultivate a deep understanding of the market dynamics. Let me demonstrate one example from my previous role in MSD.

Case Anesthesiology User Experience

I have been leading our brand strategy process in MSD and by using design thinking tools I managed to create shared understanding of customer needs. Our rather new team had difficulties to understand how our product was used in anesthesia. I decided that the best way to deep dive into customers world is to join the anesthesia in action. Lucky this was possible in new Metropolia Campus, where is simulation operating room. I invited the HUS Head of Anesthesia to go over the surgery process while we were pointing out our questions for the use of deep relaxation. The outcome gave us visualized anesthesiology user experience where we were able to see the needs for our digital marketing.



As a persona I love learning new skills and I constantly educate myself. I am Master of Economics in Marketing (2006), In 2019 I completed my master studies in Design Thinking and in 2020 I completed my studies in Professional Specialization Program in Digital Specialist Fast Track (30 ECTS credits). My current employer has also provided trainings for digital transformation and AI.

After seeing how two multinational pharma companies has completed their digital transformation, I wish I could provide this knowledge and insights to the healthcare sector and social case services. We should collaborate and partner more and I hope that we could develop services together from open-source perspective to benefit the patients.

I enjoy working in multi-cultural teams and I think this program would also create interesting opportunities across Europe. I have entrepreneurial mindset and in future it would be great to work in a small start-up company that has big vision to bring better healthcare service for patients. I hope I could be part of this transformation.

With kind regards,
Eeva Saari