

Dear Members of the Admissions Committee,

I am writing to express my enthusiastic interest in the Master's Degree in Managing Digital Transformation in the Health Sector (ManagiDiTH). With a diverse academic background in psychology, management, and a growing specialization in digital transformation, I am eager to leverage this multidisciplinary program to deepen my expertise and advance my career in digital transformation within the healthcare sector.

My professional journey has encompassed roles in consultancy, management, and customer relations, which have collectively improved my skills in communication, critical thinking, and project management. My current role in the IT sector has significantly developed my ability to understand digital processes and technologies, positioning me well to excel in the ManagiDiTH program.

The healthcare sector holds a particular interest for me, as demonstrated by my recent specialization course in Digital Transformation Management at Iscte Meta Digital, where I did my final project on CUF Hospitals' digital transformation journey. This project not only provided practical insights into the challenges and opportunities within healthcare digitalization but also inspired me to pursue further academic and professional development in this field. I am currently in the process of writing this case study for publication, in cooperation with CUF and under the supervision of Professor Rogério Carapuça, which underscores my commitment to contributing to the academic discourse on digital transformation in healthcare.

The ManagiDiTH program's comprehensive curriculum, including its focus on health sector skills, societal skills, and digital skills, aligns perfectly with my diverse interests and holistic approach to problem-solving. Additionally, the international and multicultural learning environment offered by this program will enhance my ability to work effectively in diverse, cross-functional teams and prepare me for the global challenges in the digital health landscape. At the moment, I work in an international environment with a focus on European markets, and my academic experiences, including an Erasmus exchange in Italy and a summer school in France, have been highlights of my academic and personal life, demonstrating my ability to thrive in multicultural settings.

My ultimate career goal is to assume a leadership role in managing digital transformation initiatives within the healthcare sector. By acquiring advanced knowledge and digital skills through this Master's program, I aim to drive innovative solutions that improve healthcare delivery and patient outcomes. I am particularly passionate about leveraging technology to enhance operational efficiency and service improvement, resulting in higher customer satisfaction.

I am confident that the ManagiDiTH program will provide the ideal platform to achieve these goals and I am excited about the prospect of contributing to and learning from this esteemed academic community. Thank you for considering my application. I look forward to the opportunity to further discuss my candidacy and how I can contribute to the program.

Yours sincerely,

Ricardo Guilherme de Miranda Marques