

Dear Evaluation Committee,

I am writing this motivation letter to express my profound interest in the Master's degree in Managing Digital Transformation in the Health Sector. My name is Ivo Reis, and my journey so far has been some sort of a testament to my commitment to continuous learning and my aspiration to be a catalyst for change in whatever I do.

My academic background revolving around Biology and History, International Relations and Cooperation, coupled with the more recent professional certifications (Data Analytics, Project Management and Generative Artificial Intelligence) and a Digital Executive Education Program, have equipped me with a unique perspective on the intersection of technology and human-centred services - the choice I did, around twelve years ago, to attend the optional subject of Human-Machine Interaction during my bachelor degree, attests to this. And with the more recent professional experiences at Jerónimo Martins, I have been part of initiatives that have not only enhanced operational efficiencies but also enriched the employee experience through digital solutions.

The importance of digital transformation in healthcare resonates deeply with me, both professionally and personally. Dating a doctor (whom I'm marrying later this year) created fertile ground for homely discussions around the differences between the environment in a multinationals' office and a hospital, and strengthened my resolve to want to contribute meaningfully to the health sector. Witnessing second hand the challenges and opportunities within healthcare, I am motivated to leverage digital technologies to revolutionise patient care, making it more accessible and efficient, without losing the personal touch.

This Master's degree represents an ideal platform for me to expand my knowledge and skills in planning and supporting digitalisation, both in public and private sectors. I am eager to delve into the multidisciplinary curriculum, especially from the second semester.

Still haven't thought much about what to do upon completion. But one thing is certain: I am totally convinced that driving the adoption of digital solutions will not only improve service delivery but also foster a culture of inclusion, agility, and continuous learning, so relevant within the health sector.

I couldn't finish without stating how excited I am about the prospect of both joining what I expect to be a group of diverse individuals and get to be a part of such prestigious institutions, where I can both contribute and grow.

Thank you for considering my application.

Sincerely,

Ivo Reis