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To

ManagiDiTH Admission's Committee

Alfarim, 12/02/2025

Subject: Motivational Letter

Dear ManagiDiTH Admission's Committee,

I am writing to express my strong interest in the Master's Programme in Managing Digital Transformation in the Health Sector (ManagiDiTH).

With a degree in Organizational Psychology, specialized in Human Resources Management, throughout my career, I have cultivated a deep understanding of organizational systems and the pivotal role of digital transformation in enhancing efficiency and accessibility.

As a professional, since 2006, working with a keen interest in digital innovation, I have witnessed the growing impact of digital tools in optimizing workflows and enhancing decision-making.

My experience at Companies such as Partner Solutions (IT solutions), MSC - Mediterranean Shipping Company or Firians IT - Consulting allowed me to gain experience in digital transformation projects participating in needs assessment, re-designing processes, building communication bridges between the client and the programmers and also managing change.

In my five year experience at AbbVie's, a Biopharmaceutical Company, I had the opportunity to closely work with healthcare professionals, implement digital solutions, and contribute to the optimization of patient care through Human Resources projects such as the implementation of the HRIS SAP system for payroll and attendance.

Now I am eager to deepen my expertise in managing digitalization processes in healthcare and contribute to the transformation of health services through data science and information system solutions.

Because I recognize that the field is evolving rapidly, requiring specialized knowledge and strategic management skills to successfully implement digital innovations, I believe that the multidisciplinary approach of the ManagiDiTH programme, which integrates healthcare management, data analytics, and digital technologies, will provide me with the necessary tools to drive meaningful change in the industry.

Moreover, I am excited about the opportunity to engage in an international, collaborative learning environment that will enrich my perspective and prepare me to tackle complex global healthcare challenges, gain hands-on experience through practical projects and case studies.

I look forward to the opportunity to contribute to, and learn from this esteemed program, and am excited about the prospect of shaping the future of digital healthcare.

Thank you for your time and for considering my application.

With my kindest regards,
Cátia Fernandes