

Dear Members of the Admissions Committee,

I am writing to express my interest in the Managing Digital Transformation in the Health Sector Master Program. Although my career path has been unconventional, my diverse experiences have shaped my commitment to making a positive impact on the world. I have come to realize the profound influence we can have on people and communities by driving systemic changes.

I began my journey with a master's degree in pharmaceutical sciences from the Faculty of Pharmacy, where I gained a solid foundation in pharmacology and healthcare. During my studies, I actively engaged in volunteer work, which instilled in me a strong sense of community and a commitment to making a positive impact. These experiences also helped me develop essential skills in empathy, time management, and people management.

My academic journey was further enriched by an Erasmus+ program at Riga Stradins University. This three-month experience allowed me to understand that my true passion lies not in healthcare investigation but in comprehending the complexities of healthcare systems and their impact on patients, doctors, and the industry.

Working in a pharmacy provided me with valuable insights into the daily challenges faced by patients and healthcare professionals. Although I enjoyed this experience, I felt that my impact could be greater elsewhere. I transitioned to a role in Data Information, where I developed expertise in the markets for drugs, medical devices, OTC, and dermocosmetic products. Here, I learned the importance of quality control and developed procedures for team implementation.

An opportunity at Quomeda introduced me to Market Research in Healthcare, and later, I joined IQVIA's Primary Intelligence team. I evolved from performing quantitative and qualitative analyses to managing Market Research projects from start to finish, implementing project management strategies, and developing new methods for analysing and delivering projects.

Recently, I embraced a new challenge by joining the Consulting team at IQVIA, where I work with hospital data and strategic projects that yield tangible results. IQVIA's connection to technology and the Life Sciences industry has provided me with direct contact with HCPs and the healthcare industry, allowing me to understand their needs and uncover barriers to improving health systems.

Throughout my career, I have consistently demonstrated my ability to manage tasks efficiently, maintain high-quality standards, and lead teams. With extensive experience in data analysis and market research, and a passion for leveraging technology to improve healthcare outcomes, I am eager to contribute to and benefit from your esteemed program.

The Managing Digital Transformation in the Health Sector Master Program comes at a pivotal moment in my career as I seek to expand my knowledge of healthcare at an organizational level and define my professional trajectory for the next five years. Although technology has only recently become a focus in my career, I am particularly drawn to the program's emphasis on integrating digital technologies into healthcare and I know I would be able to add a different perspective within the program. I believe the integration of digital technology into healthcare is crucial for addressing current and future challenges in the field, and I am confident that I can apply what I learn to my daily and future work. I am excited about the opportunity to learn from leading experts, engage in cutting-edge discussions, and collaborate with peers who share my passion for healthcare and technology.

I am confident that my academic background, professional experience, and dedication to improving healthcare through technology make me a strong candidate for this program. I look forward to the opportunity to contribute to and grow within the Managing Digital Transformation in the Health Sector Master Program.

Thank you for considering my application.