

VASILIKI PLOUMISTOU



May 3rd, 2025

Dear Admissions Committee,

I am reaching out to be considered for the Master of Managing Digital Transformation in the Health Sector (ManagiDiTH) program.

This program is especially important to me as I am currently developing my career in the health sector. My academic background in Business Consultancy & Entrepreneurship at the master's level has given me a strong foundation in business management, strategic planning, and innovation. Through courses such as Design Thinking and Business Transformation, I gained practical tools to approach complex challenges with creativity and structure—skills that are increasingly essential in the evolving healthcare landscape.

Currently, I am working as a Business Development Assistant at SpiroChem AG in Basel, Switzerland, a contract research organization that offers innovative solutions in drug discovery and R&D chemistry. In this role, I manage client relationships, conduct market research, and support strategic initiatives. This experience has allowed me to begin applying the business knowledge acquired during my studies to real-world healthcare settings and has deepened my understanding of how digital transformation can improve efficiency and innovation in this sector.

Looking ahead, I aim to join Roche, a global leader in healthcare innovation, where I plan to further apply and expand my skills in digital health transformation. I believe that the ManagiDiTH Master's program will play a key role in helping me reach this goal by providing me with specialized knowledge in areas such as digital healthcare systems, data analytics, and interoperability.

I am confident that my academic background and professional experience align closely with the goals of the master's and that by combining my existing expertise in business with new insights into digital healthcare, I will contribute meaningfully to the ongoing transformation of the health sector.

Thank you very much for considering my application.

Best regards,

Vasiliki Ploumistou