

Motivation Letter

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Admissions Committee

Master in Managing Digital Transformation in the Health Sector of ISCTE-IUL &
AUTH & LAUREA

Subject: Motivation Letter for the Master's Degree in Managing Digital Transformation in the Health Sector (ManagiDiTH)

Dear Members of the Admissions Committee,

I am writing to express my sincere interest in joining the **Master's Degree in Managing Digital Transformation in the Health Sector (ManagiDiTH)**. With an academic background in **Marketing Management** (to be finished until September/2025) and professional experience in **data operations, pricing analysis, and stock control**, I am eager to bring my data-driven perspective into the context of healthcare transformation.

I began working in analytical and operations-focused roles, gaining hands-on experience in **Price & Stock Management** in Wayfarma and later as **Order & Master Data Management** in Nestlé Business Services. These positions honed my skills in data accuracy, process optimization, cross-functional communication, and digital tools used in complex, high-volume environments. Managing large datasets, optimizing supply processes, and supporting strategic pricing decisions taught me the critical importance of efficiency, structure, and real-time insight—all of which are increasingly vital in healthcare systems.

Although my academic path began in marketing, my growing interest in **technology-driven transformation** and its role in improving **healthcare systems** led me to seek a program that bridges technology, data management, and social impact.

ManagiDiTH's multidisciplinary focus aligns perfectly with this vision. The program's emphasis on **digital transformation, health systems, and innovation management** offers exactly the environment where I can apply my analytical strengths while acquiring sector-specific knowledge.

I am particularly drawn to the **international scope** and practical orientation of ManagiDiTH, including its strong ties with industry and networking with professionals around the world. I am enthusiastic about learning how health data analytics, machine learning can be managed to improve patient or health services outcomes and system performance.

In the long term, I aspire to work in the **pharmaceutical industry** as a **business analyst/data scientist**, helping organizations navigate the complexity of implementing data-centric solutions in healthcare settings. I am confident that ManagiDiTH will equip me with both the strategic insight and technical literacy to contribute meaningfully to the digital transformation of healthcare.

Thank you very much for considering my application. I look forward to the possibility of joining a diverse and forward-thinking academic community that shares my commitment to innovation, efficiency, and meaningful change in the health sector.

Sincerely,

Isaura Manuela Simões Castaño