

Dear ManagiDiTH Admissions Committee,

I am writing to express my motivation to join the Master's Programme in Managing Digital Transformation in the Health Sector (ManagiDiTH). With a professional background that bridges programme management, digital health leadership, and a strong focus on equity, I am eager to consolidate my experience and deepen my expertise to lead impactful transformation across healthcare ecosystems.

As a Programme Manager at Healthcare Information and Management Systems Society (HIMSS), a global non-profit leader in digital healthcare, I design and deliver high-impact strategic programmes across EMEA. I collaborate with policymakers, clinicians, researchers and other key stakeholders to shape content supports healthcare systems in reaching digital maturity. At present, I lead various tracks as part of our 2025 flagship European conference, including Digital Maturity Roadmaps, Women's Health in Focus, and our Startup Pitchfest. These programmes directly align with the ManagiDiTH mission to equip leaders with practical, interdisciplinary tools for managing digital change.

I have a broad and evolving understanding of digital health, enriched through my professional journey and academic development. In just 11 months at HIMSS, I was promoted for my ability to deliver programmes that align with strategic priorities and have measurable impact. To deepen my understanding of the field, in 2024, I completed the *Digital Health Specialisation* from Imperial College London and was recently invited to join the *Artefact AI for Health Scientific Committee*. These experiences have solidified my commitment to harnessing technology for more equitable and impactful healthcare systems.

Creating meaningful change has always been my driving force. I thrive at the intersection of strategy, collaboration, and purpose, and I am now ready to build a stronger foundation, both theoretical and practical, to elevate the next phase of my career. My motivation to apply stems from a purpose of wanting to contribute to a more equitable, sustainable, and human-centred future of healthcare. I am particularly drawn to ManagiDiTH's focus on societal competencies, such as *Managing Digital Transformation in Healthcare* and *Management, Innovation and Entrepreneurship in Healthcare*.

What sets me apart is my diverse background and ability to connect across disciplines and cultures. I hold a first-class MA (Hons) in Chinese and Spanish from The University of Edinburgh and a distinction-class PGDE from Sheffield Hallam University. I speak five languages and have lived in the UK, Taiwan, and Spain, experiences that have equipped me with global insight, adaptability, and a strong collaborative mindset.

I began my career on the Teach First Leadership Development Programme, leading classrooms in underserved communities and developing inclusive, data-informed strategies to improve student outcomes, an experience that continues to shape my values and leadership style.

I am excited by the opportunity to join the ManagiDiTH programme as I believe it will provide the academic depth I need to continue making a difference, with greater knowledge and impact. The programme aligns with my mission to drive digital health innovation to improve outcomes for all, and the curriculum's focus on interdisciplinary knowledge, cross-sector collaboration, and practical tools resonates deeply with my aspirations.

I believe I bring a rare combination of purpose, experience, and drive. I would be honoured to join a network of forward-thinking professionals through ManagiDiTH, and I am keen to exchange ideas, contribute actively, and grow into a more impactful leader in digital health.

Thank you for considering my application.

Warm regards,
Susanna Cirulli