

Letter of Motivation

My career progression began as a Trainee in the Nutrition Sales Team in Nestlé India Ltd, The world's largest European Company, looking after deep penetration of Nestle Products at a grass route level. Breaking stereotypes of tradition and indifference, with a driven mindset and sheer perseverance, I was promoted as a Nutrition Officer. Ever since, I have steadily worked up the corporate ladder working with external and internal stakeholders as a custodian of key accounts of the company, giving year on year growth and collecting accolades such as Rising Star of the Year. However, a retrospective look at my career progression finds me at a crossroad. At the mid- rung of the corporate ladder, the absence of a full time formal degree in management hinders my progress in breaking the glass ceiling. My vision for the future is not limited to sales; rather I aspire to hit the ground running as a Marketing / Brand Manager, where I have the decision-making power to make a difference. I believe my extensive industry experience has given me a deep understanding of consumer behavior and sales upon which I can build my future career. Another catalyst behind my decision to pursue the avant-garde Pforzheim MBA was being part of the Executive General Management Program sponsored by Nestle in IIM Calcutta. One of the 50 successful participants out of the 700 Nestle personnel, the management perspective that I gained from studying from one of India's premier Business schools has only whetted my appetite to delve deeper into Marketing and Business Strategy.

An MBA Program from Pforzheim will be the impetus for my transition into a Global Marketing Professional. It will help me formalize my experience; acquire core management skills, a global mindset and international exposure. With the AACSB International accreditation, the Pforzheim University Business School stands tall amongst the elite group of top 5% of global business schools. The immersive MBA program with its distinctive two-tier strategy equips graduates with a globally competitive Management education along with leading-edge innovation management and sustainable globalization skills.

I am positive that the preeminent faculty at Pforzheim, industry leaders with a vision for innovation and entrepreneurship, will enable me to imbibe the process and spirit of management to the fullest. The cutting-edge curriculum, state-of-the-art educational facilities and the vibrant intellectual environment will enable me to develop a global perspective. I wish to perceive business opportunities across cultural, economic, and political boundaries. Learning analytical frameworks within which I can probe business scenarios to find sustainable solutions, the case studies and experiential learning will increase my risk appetite, and hone strategic business skills. Moreover, the hotbed of German innovation in Stuttgart and proximity to industry giants like Bosch, SAP and Porsche will add the much-needed placement potential. To explore classical management practices and theories, understand the fundamentals of strategy and leadership, and develop skills like innovation and entrepreneurship promises to be a transformative

journey. I also look forward to adding my own flavor to various extramural events at the University, given my love for meeting new people and a desire to contribute to community welfare. With a pedagogy steeped in innovation and innumerable opportunities to learn and explore, the Pforzheim MBA Program is my first choice to give flight to my managerial aspirations.