

Dear Sirs,

Changes have always been part of my personal and professional life. Since I was a kid my parents motivated me to study, learn English and travel to other countries within South America. This happened until my family faced a strong financial crisis. However, all the traveling I did during my childhood enriched my life experience and developed in me a will to know other places and cultures.

I've always been passionate for arts, science and technology, and would have chosen Product/Industrial Design as a major had it been offered by the Federal University. I couldn't afford to study in a Private University. I believed that the background of an engineering course would give me good options for a future career and considering my constraints I decided to major in Electrical Engineering at UFRGS, Southern Brazil.

In 2000 I saw the opportunity to change my major to a course that would put me closer to my aim and I took it. I changed my bachelor's degree to Production Engineering, a course that had been recently created at UFRGS. I found Production Engineering modern, exciting and challenging. Besides the vision of process that it brought me, it allowed me to deeply understand topics such as Quality Management, Product Management and Project Management.

During my undergraduate studies I was awarded with a scholarship to participate as a junior researcher in one of the University labs. I worked there in the Ergonomics Core for about 2.5 years. This group was responsible for research related to work conditions and environment, human/machine interactions, product development and user's experience. It was at the time I was working at the lab that I had my first professional experience with Internet development and in a short time I was responsible for the website and web design of the lab. The Internet field allowed me to combine process modeling, knowledge in user's experience, creativity and my passion for design and technology.

By the end of my course I was determined to have an international experience and was convinced that living abroad would provide personal and professional growth. To save the money to study abroad I worked for one year in a Federal Bank (Bank of Brazil) and in 2005, after my graduation, I left to Sydney/Australia, where I studied Business Administration for 6 months. Living in Australia was outstanding and I definitely improved my communication skills in English and widened my perception of the world.

Back to Brazil and willing to work in Industry to gain more professional experience I joined a leadership program at *GrupoRBS*, one of the biggest Media Groups in Brazil. I was directed to work on a unit called "Internet and Innovation". My role in the company was to help on new product development and overall Project Management. I worked there for about 4 years and coordinated a wide range of projects from product conception to marketing campaigns and product management.

This experience was very challenging and allowed me to understand real situations that can occur in high technology projects; most of the experiences marked by short cycles, constant changes which require flexibility to handle scopes, time and costs. I also learned a lot about managing teams and dealing with clients' expectations.

In October 2010 I joined a very innovative IT company called *ThoughtWorks* where I was introduced to a totally new organizational model and concept of Project Management. Besides their unique model, all development processes are based in agile practices. The most interesting thing I could identify so far is that many tools I learned in Production Engineering have successfully been adapted and used by IT Industry in what is called Lean Development. It was exciting to see that I would be able to gather all my previous experience and apply it to Internet Development.

This has been a great work experience for me. However, since the beginning of this year I have been feeling that a learning cycle has been accomplished in my life. So I decided to resume my academic studies and I searched for a Master Program which would allow me a deeper dive into the Innovation Management field.

I was aiming to combine the experience of living abroad with high standard academic studies. Europe will be a perfect for that. I am especially interested in spending the second year of the program in Hamburg or Swinburne, which are located in cities where the company I currently work for has offices. This will allow me to widen my professional network and exchange experience with professionals of technology area from different markets. Researching about *Erasmus Mundus Program* I found just what I was looking for. Ever since I found out about it I have been preparing myself to join the MSc. in Global Innovation Management.

I believe that I am a well-rounded candidate for the Program considering my: mathematical, analytical and potential skills; creativity and passion for innovation; previous experience in industry, research and professional-related activities; and teamwork spirit.

I would also like to highlight my professional experience as an “order winner”. I worked coordinating large projects ranging from business development to service’s and operations’ design. Last, but not least, the fact that I studied abroad and currently work in a global company gives me some advantage regarding communication skills in the English Language.

All these points considered, I believe that I have the qualifications which are needed for the challenges posed by *Erasmus Mundus Program* to join the MSc in Global Innovation Management.

Sincerely,

Luis Fernando Mizutani Ribeiro