

# EXECUTIVE MBA APPLICATION

*(full version)*

## **Essay 1**

***What are your career objectives for the next five years? How do you feel the Executive MBA can assist you in reaching your objectives?***

What I do, is not only my profession, but also my passion. I am currently a therapy development specialist with 12 years of experience in the field of sales of high-technology medical devices at [REDACTED] – one of the brightest leaders in the medical technology industry. Within the company, I am in charge of the innovative groundbreaking [REDACTED] division that allows the aortic valve replacement of the heart through blood vessels (as opposed to valve replacement by open heart surgery). This sector is one of the most strategic, as it is currently experiencing the quickest growth worldwide. It has also got one of the biggest research and investment programs. My work consists of several distinct roles. Firstly, I train and educate leading medical specialists by assisting them technically and practically during implantation procedures. Secondly, I manage all the commercial aspects and the development of products within my sector. Finally, I am the main advisor of the directors of medical establishments on how to overcome legal procedures in order to start applying the innovative therapies we offer.

My objective in the near future is to pass from execution to executive. This means being in charge of the strategic vision and plans at [REDACTED], as opposed to executing the decisions made by others. My next step at the company is to take the role of the Business Unit Manager and my primary goal is to become fully operational within this new function as soon as possible. This is precisely where education from ESSEC will step in. As a Business Unit Manager, I will have to participate in strategic decision-making process on the international level, as well as manage transversal activities preeminent in health care business, such as marketing, legal department, compliance department and finance department. The executive MBA will help me to acquire maximum skills in order to be efficient in my new role at the company.

ESSEC attracts me specifically thanks to its multidisciplinary program focused primarily on strategic leadership and innovation, both of which are crucial for my field of work. Having researched the program, I realized that classes in Marketing Management, Organizational Behavior and Advanced Management are directly related to my future project. In addition, the international dimension of the program situated between the United States and China will contribute greatly to developing my leadership potential on an international level.

At my company, leadership team members serve as role models. That is why, my main ambition for the future is not only to provide strategic oversight and motivation, but also to contribute to the collective good of the company by coordinating efforts, working together, and emphasizing personal development and human relationships. That is why I wanted to get into a school with personality that focuses on leadership and personal development. At ESSEC, I was pleasantly surprised with the fact that the school not only provided a prestigious degree but was oriented towards the development of every student's personal strength and weakness. I also liked the emphasis on communication, personal development, and leadership.

For me, the EMBA degree from ESSEC represents a new challenge, a new opportunity and, moreover, a new possibility to live my passion to the fullest.

## Essay 2

***Please describe the extent of your international experience. Include extended stays, both professional as well as personal, outside your main country of residence and the frequency and nature of your present work in an international context.***

Two things I value most in life are open-mindedness and independence. Extensive traveling since very early age has fully developed in me both of these qualities. As a teenager, I have accomplished several immersion programs in Ireland, where I lived in an Irish family and got an opportunity to discover local life, all while improving my linguistic skills. I also had the privilege to travel to the United States at a young age. I lived for 6 months in San Diego, California where I shared the apartment with two Japanese students and studied in a language school. In order to finance my stay, I worked at an American shop, which gave me a glimpse of American business culture and allowed me to adapt quickly and efficiently to the new environment, all while staying independent financially.

Since then, my passion for traveling and discovering different cultures has continued to increase. After having visited more than twenty countries all around Europe at the age of 26, I have made the decision to go backpacking in Asia with my friend for one month. It was a rare opportunity to experience again the intoxicating feeling of independence and freedom, to discover a new continent and to make friends. The multicultural Bombay, the splendid beaches of Madagascar, the baroque Spanish churches in the Philippines, the turquoise hues of Thailand... Everywhere I went, I came across new mentalities, new ways of life, new traditions. However, one thing that deeply touched me, this time as an adult, was the striking poverty and inequality in some countries, such as India or Mexico, compared to the kindness and open-mindedness of its inhabitants. In many of the countries I visited, money and the access to necessary medical treatments and technologies were the key factors in deciding whether the person would live or die.

The biggest asset I have gained from my Asian trip and from many other trips afterwards, was awareness. I realized that there were a great multitude of services including healthcare that remained inaccessible to millions around the world. I also became conscious of the striking carelessness and greed with which people treated something as precious as human life. Today, in my professional life, I am extremely fortunate to be able to continue to travel internationally and to contribute in a small but important way to the global healthcare problem that touches me immensely. I am proud to serve as a Therapy Development Specialist at [REDACTED], a leading specialist in medical devices that daily saves millions of human lives. Here, I have a precious opportunity to regularly participate in multiple international congresses in London, Berlin and San Francisco, where I train and educate leading cardiologists and surgeons in groundbreaking technologies. I also travel to Lausanne, Switzerland, where I present our innovations in front of a multinational professional audience. I have already had an opportunity to organize an international trip for the best practitioners in the medical field to the [REDACTED] Hospital in Copenhagen to show the implementation of our technologies over there. My greatest ambition today is to raise myself to a decision-making position at [REDACTED] where I would participate in a more direct way in the creation and in the subsequent implementation of our most innovative technologies in the developing countries.

When I was in Cambodia, I once got invited by the local family to dinner. The family was very poor, especially by Western standards. At the end of the meal, I wondered if I should pay. But when I asked the question, the hostess got hurt. "Hospitality comes from the heart. You cannot buy it with money," she said. Today, I would like to make my own contribution, so that one day this statement becomes true not only for hospitality but also for access to groundbreaking healthcare technologies regardless of people's socio-economic status, race, or geographic location.

### **Essay 3 (600 words)**

#### ***Do you believe you have leadership potential? If yes, why?***

There are many qualities to being a good leader. However, all various skills and talents become inefficient without the most important one: the ability to share. I think that I can be qualified as a natural leader because sharing is one of my major strengths. In my current company, I am constantly selected for leadership positions that require creativity, good communication skills, and innovative point of view. This year I had the privilege to be selected as a member of the organizing Committee at [REDACTED] that has recently acquired another big company, [REDACTED], for 50 billion dollars. The challenge for our working group was to facilitate the communication between our companies on a national level. Our goal was to merge their identities and to clarify mutual targets so that we could envision working as one team in the future. The slogan of our initiative became Further Together. So, I decided to reinforce this message and to share my vision of the new [REDACTED] with all the employees.

With this purpose in mind, I took the initiative to create a film where I showed the complementary value of the products from both [REDACTED] and [REDACTED]. I wrote the script, obtained the budget for the film, directed the message, and organized a screening of the film in front of an audience of 1000 employees and the board of directors during the kick-off meeting. At the end of the presentation, there was an interview session on stage. I greatly enjoyed the opportunity to speak in front of such a large audience and to present my ideas. Both the film and the presentation were a raving success! I received immense consideration from all the employees and directors who greatly appreciated my initiative, the clarity of the comments and my natural behavior in front of a big audience. This experience gave me a glimpse of what I would want to do more in the future and what I would really be good at: sharing a message, convincing people to adhere and leading them to the accomplishment of the mission.

One of my additional new roles at [REDACTED] is working as an account team Leader for a leading medical center Ambroise Paré in Neuilly-sur-Seine, where I am in charge of centralizing all commercial activities of all the divisions of our Group with the purpose of coordinating actions and obtaining a global vision of the activities within the hospital. This time, I need to make sure that all members of our group participate in the sharing process to contribute to the improvement of the overall results. I have to motivate them to share their information, accounts, threats, weaknesses, opportunities and contacts. It is a challenge because I need address 10 sales representatives who occupy the same position as me, and yet must report to me as if I were their boss. On my part, this creates a need for friendly yet firm communication with the team members. In order to achieve this goal, I organize business lunches, so that my team members can get to know each other and share information in an informal environment that would later serve me in my reporting and observations. From time to time, I also give them small volunteer missions that boost competitiveness and motivation. In case of disagreement, I always try to find diplomatic solutions. Furthermore, I encourage communication, personal responsibility, and investment on the part of everyone.

My leadership potential also draws to me new employees who want me to share my experience and expertise with them in an informal setting. Furthermore, I am always happy to coach them so that they could become more efficient.

What attracts me at ESSEC is the possibility to gain not only theoretical but practical skills that could develop even further my leadership potential. Sharing success has always been part of my personality and part of my work. I believe that I have a lot to share with my classmates and I hope to learn a lot from them in return.

#### ***Essay 4***

##### ***What are your major non-professional activities and/or accomplishments?***

One of my biggest accomplishments is the ability to overcome fears and to challenge myself. The greatest fear I have had as a teenager was losing my father due to heart failure. Witnessing my father's struggle and his mental strength over the years had helped me to conquer certain frights and pushed me towards a path of making a difference for people with similar life-threatening diseases. That's why, I consider that one of my most important accomplishments was working as a stretcher-bearer for ██████████ Hospital for two consecutive summers at the age of 18. Looking back, it was the most emotionally and physically difficult, yet eye-opening experience I have ever had. Even though my position was at the bottom of the hierarchy, and I was in charge of all the dirty work, yet I was the closest staff member to the patients. My job was not only to take care of their most basic needs but also to alleviate the pains of those who found themselves in the most critical and humiliating position. I still remember taking care of the patient who was paralyzed waist-down and who couldn't assist himself. I was extremely moved to see him cry from helplessness and despair. For him and for others, young and old who were clinging to life, I have always tried to find a smile and words of encouragement and hope.

The unusual and enriching experience I had at the hospital, equipped me, at a relatively early age, with an opportunity to overcome the fear of death, to grow and to mature, to develop compassion and to realize that life is all we have got to accomplish our dreams. That is why, ever since then I have consistently kept up pursuing all my aspirations and tried to live my life to the fullest.

So far, I have travelled to more than 30 countries, got married, became a loving husband and a father, participated in semi-marathons in Paris, practiced submarine plunging in Madagascar, exercised bungee jumping from the highest bridge in Europe. Pushing myself to new limits has become an enjoyable experience and a great training. It has made me develop such skills as tenacity, decisiveness, competitiveness, and fearlessness.

I still remember the intoxicating experience of jumping with parachute 10 years ago. Hesitation and fear that hindered me from jumping became a challenge that I wanted to conquer. The reward when I did jump, was immense. When I close my eyes, I still recall the thrilling sensation of falling into the blueness of the Earth that appeared so strikingly different when looked at from above. In one minute, I experienced more emotions than others have in a lifetime. The sense of accomplishment that I felt after this adventure only encouraged me to continue pushing my limits.

MBA at ESSEC represents for me one of the biggest future challenges. I believe that it will help me reveal new horizons and that I will emerge from it stronger and more skilled in order to face with ease new realities, new opportunities and new big decisions.