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changing  
diabetes®



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HCMC, 5<sup>th</sup> Jul 2013

Dear Sir/Madam,

As part of my plan to pursue a higher knowledge, I am honored to write this letter to submit for EMBA Program of ESG UQAM University starting from September 2013 at the University of Economics Ho Chi Minh (UEH).

Since 2012, I have been looking for a prestigious University which provides me an eligible program to support my current career & knowledge enrichment as well. It is fortunate I was introduced to your University which I found it match my expectation. First, the university has good reputation, second its practical program, third the Board of professors' backgrounds.

Holding a key position as a Senior Product Manager in a global corporation, plus 9 year working in Pharmaceutical market, I define myself a driven, visionary and strategic leader, a passionate & dedicated employee, a supportive & independent colleague. My responsibilities ranks from ATL such as brand plan, sales analysis, media strategy to BLT such as conferences organization, product activation as well. Learning about the EMBA Course at the moment is truly helpful and valuable to me.

Having said that I am a Senior Product Manager, it is obvious I have done a great effort to be at the current position. Counting from student life, I have achieved Five-year-scholarship in Medical School. The next accolades in the world of career are:

Servier Laboratory:

- ✓ Expert award of Mediator product in sales campaign of hospital channel
- ✓ Top ten nationwide Medical Representative in both 2007 & 2008,
- ✓ The best Medical Representative of Stablon

DKSH- Novo Nordisk:

- ✓ Pre- launch & launch of key selling products: Legalon 70mg, FlexPen insulin device, Levemir & NovoRapid
- ✓ Excellent individual continuing from 2009 to 2012 for sales growth 45%-50% per annual which supports Vietnam to obtain the highest modern insulin growth of 84% increase in 18 countries in the BAOS region (Business Area Ocean South East)

Regarding future plans, I would dedicate my full time working for Novo Nordisk to have a promotion of Marketing Director and assist my family business as well, developing the website ([www.cungmua.com](http://www.cungmua.com)) to be on top of the e-commerce website in Vietnam in particular & Indochina area in general.

All things considered is my deeply desire for my study and career development in the next time. I firmly believe that my background and my future plans after graduating will make your consideration to my entreaty. Promising to be qualified for this course, I will dedicate my time and effort to finish the programs and follow all requirements. Indeed, I hope that I will have opportunity to prove my abilities in this MBA program and show you my passion of knowledge hunger.

Looking forward to your response.

Sincerely yours,



Tran Thuy Duong