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Modern Technology AG
Ms Anika Muster
HR Business Partner
Universitätsstrasse 24
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5th August 2024

Application for Graduate Business Innovation Position (Ref.: 22384739724)

Dear Ms Muster,

It was a pleasure meeting you and Max Mustermann at HSG Talents in March 2023, where our discussion on the importance of embracing technological advancements left me inspired. I was particularly fascinated by your account of your new AI-powered chatbots, and how they use language processing algorithms to accurately interpret and respond to customer inquiries. After personally testing them, I was impressed by the speed and precision with which my question was answered. I believe that embracing advancements like AI will define future leaders' success, and your innovative approach perfectly aligns with my values.

I am excited about the Graduate Business Innovation position due to its focus on impactful AI projects. My Master thesis on an AI-powered recommendation system has deepened my knowledge of and sparked my interest in machine learning algorithms and natural language processing. The role's dynamic nature with diverse projects further appeals to me, as I thrive in environments requiring quick adaptation, a skill I've honed through 10 years of rock climbing. When climbing difficult routes, I need to be quick on my feet both physically and mentally, when, for example, a planned hold proves unstable, and I rapidly need to assess alternative options and adjust my movement on the fly. These situations have also honed my ability to remain calm under pressure, which I believe would be paramount when working in a fast paced and dynamic environment like yours. The opportunity to have a mentor for the first year after joining the team, would also be great for my professional and personal development. I feel that with my calm yet dynamic nature as well as my passion for innovation and technology, I could quickly become an asset to your team.

The role's strong focus on engaging with and influencing stakeholders, is also ideally suited to my skillset. As the Head of Partnerships for the Fashion & Luxury Business Club at HSG, I led meetings in German and English with senior stakeholders such as Brand and Partnership Managers and event Marketing Directors from prominent luxury brands, including Cartier and Breitling. During the meetings, I would first focus on understanding my counterparts' expectations and needs and would then offer a uniquely tailored explanation of the different partnership opportunities and how they may benefit them. This approach of listening and understanding before trying to offer solutions, has greatly contributed to the successful acquisition of two new major partnership deals throughout my term.

Overall, I am confident that my skills and experiences would allow me to make a real contribution to your Business Innovation team and your firm at large. I will be available for a full-time position from May 2025 and would love the opportunity to interview for the role. Thank you for considering my application.

Your sincerely,



Martina Master