

## Cornell 2005 - No. 2

*What career do you plan to pursue upon completing the MBA and why? How will the Johnson School help you achieve this goal? (400 words)*

My two major passions are technology and entrepreneurship. I believe that a Johnson MBA, in combination with my prior education and work experience, would finally make it possible to successfully integrate both of these passions into my professional life.

My original experience running a technology venture was in 1997, when a friend and I founded BeShop.com. We were the first company to develop complete computer workstations specifically optimized for BeOS, an alternative operating system that was well ahead of its time.

Since then, I've been mostly concentrating on a career in technology, working my way to becoming a proverbial "Rocket Scientist." My responsibilities now include executing thousands of guided rocket simulations, one of the most thrilling assignments an engineer can have. However, I am often bothered by the fact that it is rarely the engineers who make final technical decisions, but rather the people in management.

Therefore, in my spare time, I continue to learn more about technology marketing and entrepreneurship. I often do case studies on diverse emerging companies, ranging from JetBlue to Hotwire.com to Alienware. I am especially interested in late entrants into developed industries that were still able to make a tangible difference in people's lives.

I also constantly explore new potential ventures. For example, there are a few sizeable market niches that the online travel industry is still failing to address. To date, nobody offers a centralized system to make reservations for inexpensive, non-chain motels along major highways, or B&B's in resort states like Vermont.

Still, as I contemplate my own business plans, I invariably realize that I am lacking the background and the connections to be truly successful, which are the very things I am hoping to gain at Cornell. What makes Johnson uniquely attractive is the strong technical background of the faculty. For instance, three out of five professors in Entrepreneurship have significant experience as technology professionals.

Additionally, I'm intrigued by the concept of immersion learning. I also would like to participate in the activities of the Big Red Fund, the High Tech Club and TAG. For my internship, I hope to work for a Management Consulting company, which would allow me to get additional exposure to the opportunities available within different industries.

I believe that all of the above would prepare me best for what I see as my ultimate career goal, which is to create and sustain my own innovative technology-oriented business.