

Statement of Purpose

Master of Science in Finance

Università degli Studi di Siena

• Introduction

The dynamic interplay between finance and global development has long fascinated me. Witnessing the transformative power of financial instruments fuels my desire to delve deeper. My experience as a Finance Manager, coupled with my academic background, provides a strong foundation in analysis and management. Now, I seek to elevate my expertise at Università degli Studi di Siena's esteemed Master of Science in Finance.

• Education Background & Professional Experience

My journey began with a Bachelor of Commerce from Savitribai Phule Pune University (India). This program honed my analytical and problem-solving skills while instilling a comprehensive understanding of core financial principles. As a Finance Manager at Sky Marketing, a leading FMCG company, I played a pivotal role, overseeing financial health, budgeting, and cash flow. However, my contributions extended beyond pure analysis.

The dynamic nature of the FMCG industry demanded a holistic view. This led me to actively participate in supplier negotiations, a crucial aspect of financial planning. My ability to analyse market trends and negotiate effectively resulted in a 15% increase in profit margin, highlighting the importance of strategic decision-making.

• Why Italy

Italy, with its rich historical legacy in banking and finance, offers a unique environment. From the groundbreaking contributions of mathematicians like Fibonacci to the prominence of Italian financial institutions, Italy provides a compelling case study for understanding financial models. The opportunity to learn from esteemed faculty with expertise in both financial theory and quantitative methods, coupled with the program's emphasis on financial modelling for European markets, aligns with my desire for a global perspective.

• Why Università degli Studi di Siena

Università degli Studi di Siena stands out due to its esteemed reputation and program structure. The program's emphasis on financial modelling and valuation techniques, aligns with my desire to refine analytical skills and gain proficiency in advanced tools. Furthermore, the program's potential for internships aligns with my goal of acquiring practical experience. This combination will bridge the gap between theory and practice, ensuring I am well-equipped to navigate the complexities of the global financial landscape.

The University's focus on fostering a multicultural learning environment, with international students and faculty, further strengthens its appeal. This environment will provide me with invaluable opportunities to learn from diverse perspectives, develop strong communication skills, and build a network of international contacts within the financial field.

• **Motive to Return to India**

While eager to gain a global perspective, my ultimate goal is to return to India and contribute my knowledge to the continued growth of the Indian financial sector. The program's emphasis on comparative financial systems will equip me to bridge the gap between international practices and the Indian context. Upon returning, I envision myself playing a key role in developing innovative financial products and strategies, ultimately contributing to the evolution of a robust and dynamic Indian financial ecosystem.

• **Conclusion**

My strong academic background, proven financial acumen, and unwavering dedication to finance make me a valuable addition to your program. I am confident that my experience, coupled with the esteemed education offered by Università degli Studi di Siena, will equip me to excel and use my expertise to propel the Indian financial sector forward.

Sincerely

Ameer Hamza Nouman Memon.