Statement of Purpose - Art Ktowsk

The food industry in the world is out of shape. The scars are everywhere. East to West, North to South, countries form economic blocks. Most develop the knack for keeping track of details but tend to overlook the importance of a foreign language in the business world. I feel challenged by this oversight. Not just now but since my teenage years. As a matter of fact, it is a realization that confronted me on my first trip abroad. Communicating in another tongue was tricky. What if I wanted to do business? I pondered. Then, I was fresh out of High School. But the experience moved me to pursue my passion for languages and the food Industry. My career destination was still like a speck in the distance. But I visualized a path that led me to a position where I could work to prove the value of linguistics in the food industry; worldwide.

I like foreign languages as much as I like business. So I set my sights on a leading role in the food industry; worldwide. I studied languages and business. I graduated with a Bachelor of Arts degree. Away from the classroom, I also picked up good management practices in my role as president of the student union. Here I upheld the interests of students before the university and the media. I picked up more hands on management experience as regional coordinator for the manager's shadow project. This is an experience building programme that promotes the sharing of knowledge and skills in business, among students. I am sure that there are instances that I can take into my graduate programme. I planned and ran induction courses for new candidates. And among other tasks I worked to ensure that events for students and guests alike ran smoothly; and they did.

I now have a fairly good sense of the workings of international business. This comes from on the job experiences in corporate and NGO operations. These I am happy to hold on to as corner-stones that helped me to build my career. When I was accepted for a job at EMEA headquarters in Ireland, it was a dream come true. It was there that I learned and mastered consultive solution sales techniques and came to grips with the basics of team management. That experience also equipped me for my move to APPLE. At APPLE I regularly achieved my personal sale targets that were often set at $15M... I was also involved in the formulation and implementation of new workflow procedures and I played a key role in the transfer of paper-based sales to an online database. I also established a system for managing and measuring the effectiveness of business strategies and educational programmes linked to media players.

I am buoyed by what I have done so far in pursuit of my entrepreneurial career. Right now, another milestone in my push looms. It will come with the launch of a new social media Website that I will join as head of communication and marketing. Quantitative and analytical skills that I have picked up along the way will also serve me well in this role. The fact that I am fluent in English and Spanish as well as Polish will, I am sure be an asset for the business.

 However, I want some day to be a master of strategic thinking. I also want to study and gain in-depth knowledge of the international food industry. This, with a view towards contributing to the work of an NGO involved in food and agriculture matters around the world.

The Royal Agricultural College has strong industry links. That's why I trust it will help me to fulfil my dream. I really want to make a clear difference in the functional areas of the global food industry. So I am also enthused by the chances for networking that it offers. Why? I see the creation of an international network high among the positive outcomes of my study. Classmates that I meet will come from a range of cultural and …/2...

professional backgrounds and will form the nucleus of the network. Also, I would really love to be involved in food and agriculture-related programs and campaigns that aim to educate and raise people's awareness of the global food industry. The benefits of such a network will be real for years.
###