



## CBS

---

**Short Answer Question:** What is your immediate post-MBA professional goal? (50 characters maximum)

**Essay 1:** Through your resume and recommendations, we have a clear sense of your professional path to date. What are your career goals over the next 3-5 years and what, in your imagination, would be your long-term dream job? (500 words)

**Essay 2:** The full-time MBA experience includes academics, recruiting, and networking. What are your personal priorities and how do you anticipate allocating your time at Columbia Business School? (250 words)

**Essay 3:** Please select and answer one of the following essay questions: (250 words)  
a. Please tell us what you feel most passionate about in life.  
b. If you were given a free day and could spend it anywhere, in any way you choose, what would you do?

**OPTIONAL:** Is there any further information that you wish to provide the Admissions Committee? If so, use this space to provide an explanation of any areas of concern in your academic record or your personal history. This does not need to be a formal essay. You may submit bullet points. (Maximum 500 Words)

<http://www8.gsb.columbia.edu/programs-admissions/mba/admissions/application-requirements#5>



William

---

**Short Answer Question: What is your immediate post-MBA professional goal? (50 characters maximum)**

I plan to return to Private Equity (PE) in Brazil.

**Essay 1: Through your resume and recommendations, we have a clear sense of your professional path to date. What are your career goals over the next 3-5 years and what, in your imagination, would be your long-term dream job? (500 words)**

I've nurtured a career path that values professionals who can couple strategic/analytical rationale and simultaneously promote implementation/change actions. Columbia MBA will help me enhance this capacity both in professional or personal settings.

At Columbia I shall have learning experiences designed to challenge me to incorporate concepts into real business problems. My father left his academic career to become an entrepreneur. As a professor, he explained, he might easily become alienated from reality. Observing his entrepreneurial adventures, I noticed a gap between theory and practice in the business world. It is a leader's role to fill out this empty space and to rely on people to do so. At XXX PE Fund, I read those endless reports and intuition would tell me that something was wrong. So I insisted on investigating the battlefield. I would test my hypothesis. On my first day in a sell-side procedure I confirmed what no report had ever shown. The CEO chosen by my employer had brought his own team and turned old experienced employees into reports. I found war: young directors against seasoned managers. I recalled the old days of basketball to solve our issue. Aware of our differences, I imbued cooperation in our team. By communicating clearly and recognizing talents, I built rapport. While fostering a collaborative atmosphere I understood how hard it is to think strategically and take the risks that most business actions require.

Through turnaround engagements, I realized that at Columbia I can enhance my ability to do the tough analytical work, but then step back and pull the trigger and execute. I enjoy seeing my ideas gain shape. I want to study real-life case with diverse people. I look forward to XXX through XXX and XXX. I can further understand XXX while witnessing theory applied into practice. Through Columbia's extracurricular activities I can reach out to others, take action, and accumulate new exciting experiences with people who get me out in the world to have fun. I enjoy expressing my feelings in different scenarios and expanding my identity through challenges experiences. People think too much about what's there for them to lose when they start something new. Facing risks, I focus on what I can gain. I grew up witnessing people profit from taking risks (details essay 3). A friend, Columbia MBA '02, emphasized that her major gain was emotional maturity, "think and feel with the entire community that is committed to changing the world still renders me fruit 10 years later. You mind changes, but your heart changes a lot more." On campus, I breathed the high level of energy at XXX. Chatting with students I discovered that many driven yet humble people are proud of doing XXX. Carrying my goal of pursuing self-development, I want to be among those students, testing my limits in XXX and XXX.

Why now? Before promoting change, I need to change myself. I need Columbia's learning environment.





First, I want to make this experience equally enjoyable for my wife. Susan, who has been a great support of my MBA plan, plans to attend the Master of Science Program for Health Professionals of Columbia University College of Dental Medicine. She is currently preparing her application.

Additionally, NYC is a wonderful city to enjoy as a couple. We can go jogging together at Central Park as we do often at Ibirapuera in Sao Paulo; try the famous restaurants in Little Italy and Chinatown; and appreciate countless expositions. At the MET two years ago, “The Chinese Art in the 18<sup>th</sup> and 19<sup>th</sup> centuries” exhibition was a delight to Susan, who is a ceramist in her spare time. We will take our visiting families to cultural events in town. Finally, I will make sure to take my father on a few ski trips. After all, having fun is serious business.