This summer I worked as the intern of the Chief Executive Officer at NetDimensions, a technology company headquartered in Hong Kong. As I am majoring in applied mathematics, my initial interest was in learning more about the Tech world in Asia, so I decided to apply through the Columbia Experience Overseas program. NetDimensions provides Learning Management System & Talent Management as well as talent analytics solutions to organizations high-consequence industries worldwide. During my internship, I was simultaneously working on two different projects with separate teams.

The first project I was working on was with the Global Technical Solutions team where I learned about big data and business intelligence. My project consisted of analyzing and identifying analytics trends in the LMS/TMS world as well as creating a model business intelligence report. Holding on to the idea that big data analytics is modeled to revolutionize the management world, I created a report for NetDimensions that projects the trajectory of the evolution of this field. I divided analytics trends into two sections: conceptual and visual, where I aggregated and evaluated information from competitors, researchers and data analysts. This report tackled various aspects of analytics ranging from compliance to virtual assistance. Then, using a specialized software for dashboards, I sketched a BI report that optimizes the career path of an individual in a high-consequence company.

This part of my internship was purely focused on introducing me to a potential career path in analytics and specifically in big data, an area that is singularly changing the world and the
way we understand, build and create connections to optimize resources and minimize deficiencies.

My second project was an independent research, supervised by the Middle East Director & Head of Consultancy at NetDimensions. Having been raised in Lebanon, I’ve always been interested in the progression of technology in the Middle East and after the lifting of the international sanctions, Iran has become a hub for tech companies, so this was a great opportunity for me. I initially started with conducting a market research on Iran, which later expanded into a bigger project. After having conducted the research, I analyzed and outlined investments of high-consequence industries in Iran and strategized two possible ways of entering this untapped emerging market. My report consisted of a detailed study of this market and resources that should be allocated for potential entry of the market. I also connected with technology firms in Iran as potential resellers for the company and established contact with various Tech exhibitions. At the end of my internship, I presented my project to CEO, CFO, Head of Consultancy, Head of Marketing & Head of Operations.

Having been given the independence to conduct such a fascinating research and actually contributing to the potential development of NetDimensions in the Middle East has pushed to me believe in my own capabilities and diverse skill sets. I found a new area of interest; a passion for strategizing, planning and independently constructing a project of such massive scale has pushed me to believe that I owe it to myself to explore this creative side of the business and consulting world.

Working with NetDimensions this summer has been an exceptionally fascinating experience as I got to learn more about Big Data and the advancements in analytics, as well as an
emerging country and the massive resources and opportunities for the tech industry to develop there. On a professional level, I achieved my skill development goals which included working on my research, analysis and public speaking skills. During the networking events, I had the honor of meeting powerful figures and Columbia alumni that are active in the Hong Kong community. I have received direct and indirect mentorship from amazing people who have helped me focus on my goals and project a long term plan for my development.

Living in Hong Kong for two months has introduced me to a beautiful, rich and diverse culture that merged my professional growth with a personal one as I explored around and shattered my comfort zone. From hopping in and out of MTR stops, visiting temples in Kowloon, dancing in the streets of Causeway Bay and trying really hard to hold my chopsticks right while having dim sum for the first time, Hong Kong will always be this unique experience filled with memories and laughter.