

# From Systems Engineer to Marketing Manager

**Zahra Ariyafar wished to make more comprehensive use of her multicultural and communication skills and was keen to forge ahead on her international career path. For this reason, she gave up her job in IT at Cisco Systems in Tokyo and moved to Switzerland to study management at ETH Zurich. She is now Marketing Manager at UBS for the Asian market and is committed to a holistic approach to business strategy, global marketing and project management.**

Since starting my career as an engineer, I had always felt a need to switch from a purely technology-oriented environment to a field that was more strongly geared towards communication and business.

I began researching various renowned MBA programmes at prestigious business schools in the USA and Europe. A friend told me about the management degree at ETH Zurich. I took a closer look and discovered a programme that matched my requirements and prospects perfectly: an internationally recognised course tailored towards educating skilled professionals with a background in technology or the sciences.

In my current position as Marketing Manager in a global, multifaceted environment, it is vital to have a holistic perspective in business strategy, global marketing and complex project management, along with solid communication skills. Thanks to the MAS MTEC programme, I better understand these topics and have developed a broader focus.



Career change involves risks and requires great effort. But alongside the experience I have amassed in IT sales, my multicultural background and my knowledge of Japanese, my MAS MTEC degree has been a vital component in building my career. It has opened new doors in the pursuit of my professional milestones.

Looking back, I am very happy that I chose the MAS MTEC programme as a self-development step toward achieving higher professional goals.



**Zahra Ariyafar**  
ETF Marketing Manager Asia-Pacific at UBS

Profile when starting the MAS MTEC programme:

-  3 years' work experience
-  MSc in Electrical Engineering, The University of Electro-Communications, Tokyo