

## Employer Sponsorship mail for the Berkeley Chief Digital Officer Program

Date [insert date]

Dear [insert your supervisor's name here],

I would like your approval to attend the [Berkeley Chief Digital Officer \(CDO\) Program](#).

The Haas School of Business at University of California, Berkeley (UC Berkeley) is one of the world's top-ranked business schools. Their intensive, 11-month CDO program is for senior executives from large or medium-sized organizations that are keen to implement digital innovation strategies to drive organizational growth. The program is **completely online** and is delivered through Berkeley's state-of-the-art virtual learning platform called The Forum, which allows for real-time interaction with the faculty and classmates.

Attending the CDO Program will enhance my knowledge and skills in core functional areas such as **Managing Digital Innovation, Executing Digital Strategy, and Leading Organizations**. This program also offers the choice of two elective modules that will further strengthen my technical and analytical skills. I intend to pursue the following topics — **[insert elective 1]** and **[insert elective 2]**.

By attending this program at Berkeley, I will:

- Gain an in-depth understanding of executing digital innovation initiatives and crafting effective digital strategies to drive disruption
- Leverage data analytics to drive organizational change and gain a competitive advantage
- Gain invaluable first-hand insights from industry experts and Silicon Valley disruptors on how to drive digital transformation
- Build my capacity to lead and manage teams and business units across the organization
- Apply my learnings immediately during strategy discussions and share key takeaways with our team

The program begins in **[insert date]** and is fully online, apart from a three-day graduation and networking event that will take place at the UC Berkeley campus in California in **[insert date]**. Here's how much it will cost for me to attend:

- Program Fee: US\$ 28,000
  - I can avail an early registration benefit of US\$ 2,000 on the program fee if I apply before **[insert date]**

**TOTAL: US\$26,000**

You can learn more about the program [here](#) on UC Berkeley's website.

Thank you for taking the time to consider my request. I look forward to speaking with you about this in more detail.

Best regards,

**[INSERT YOUR NAME HERE]**