

SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2014

SPEAKER PROFILES



**THIS BOOKLET CONTAINS PROFILES
FOR ALL SPEAKERS AT THE SERVICES
FOR INTERNATIONAL EDUCATION
MARKETING CONFERENCE 2014.**

**THE CONFERENCE, ON 10–11 DECEMBER
2014, BRINGS TOGETHER INTERNATIONAL
EXPERTS ON EDUCATION MARKETING
TO SHARE KNOWLEDGE AND BEST
PRACTICE WITH DELEGATES FROM
THE UK EDUCATION SECTOR.**

SPEAKER PROFILES – PLENARY SESSIONS

1. **Brian Johnson,** **Head of International Higher Education Strategy, Department for Business, Innovation and Skills**

Brian Johnson is Head of International Higher Education Strategy in the Department for Business Innovation and Skills. Particular areas of interest include: international student recruitment to the UK, UK outward student mobility and transnational education.

Brian has held this role for four years and he has more than 14 years' wider experience from leading other roles and projects in government. Prior to joining government Brian worked in industry and research. With a background in science and engineering, he is qualified as a Chartered Engineer and holds an MBA.

2. **Emily Ashwell,** **Managing Director, UKTI Education**

Emily is Managing Director of UKTI Education and is based in London.

3. **Gordon Slaven,** **Head of Higher Education and Education Services, British Council**

Gordon Slaven is the British Council's Head of Higher Education and Education Services. He is responsible for the British Council's global work in higher education, as well as Education UK, Education Intelligence and Services for International Education Marketing.

Gordon was seconded to the UK Higher Education International Unit from September 2013 to July 2014 to work on the HE Global Programme. From January to August 2013 he was UAE Director of the British Council, and prior to that he was Director of Global Partnerships in our office in New York. From 2007–09 he was Director of Education, Science and Society for the British Council globally when he was co-chair of the Education UK (PMI2) Programme Board; member of the Education UK Partnership Executive Board; and member of UKTI's Sector Advisory Group for Education. Previous roles include

Director of the British Council in Taiwan and Director of Education in China. He has also been involved in managing development projects in the education sector in China, East Asia and Africa. Prior to joining the British Council he was a teacher and teacher trainer in the UK, Africa and the Middle East.

4. **John Mountford,** **International Director, Association of Colleges**

John Mountford is the Association of Colleges' (AoC) International Director, representing and supporting further education colleges to develop their international work. This includes leading on the AoC's International Charter, meeting international stakeholders and policy makers and supporting a number of groups focused on international education. John is also a board member of the World Federation of Colleges and Polytechnics and EUproVET. He has also represented Colleges in the planning process for a number of UK government-led initiatives including; Education Sector's Industrial Strategy, UK India Research Initiative and UK China Partners in Education.

John has 20 years' experience working with international students and partners. This has included working in Mexico, Czech Republic and Greece. Prior to taking up his post with AoC, John was the University of West London's International Director.



- 1 Brian Johnson
- 3 Gordon Slaven
- 4 John Mountford

5. Jeremy Chan, **Head of Research and Consultancy for East Asia, British Council**

Jeremy joined the British Council's Services for International Education Marketing team in Beijing in 2013, where he is Head of Research and Consultancy for East Asia. Specialising in the economics of education, Jeremy is responsible for working with a team of analysts throughout the region to provide clients with the data, analysis and insights required to succeed in Asia's dynamic education sector. In his time at the British Council, Jeremy has helped a number of UK institutions develop their international strategies in the East Asia region, including analysis of new growth opportunities in China's education market and transnational education (TNE) partnerships in South-East Asia.

6. Professor Rebecca Hughes, **Director Education, British Council**

Professor Rebecca Hughes joined the British Council in December 2013 as Director of International Higher Education. In May 2014 she became Director of Education, with responsibility for skills, schools, higher education and science.

Rebecca's appointment at the British Council followed a career working extensively in international higher education and English language and linguistics. Rebecca's experience of the internationalisation of higher education includes being the first Pro-Vice-Chancellor, International, at The University of Sheffield, and running a department delivering UK degrees and English language support services in Malaysia and China at the University of Nottingham, where Rebecca is now an Honorary Professor.

Rebecca has published widely on her personal research interest of spoken language and given presentations on this topic at a number of international conferences. She regularly contributes to debates surrounding the globalised higher education system in forums such as the OECD, where she brings the combination of a 20-year career working in university internationalisation and applied linguistics expertise to issues of academic capacity-building and language policy.

Her other roles have included Chair of the White Rose Advisory Group on East Asian Studies; Chair of the Worldwide Universities Network (WUN) Global Challenge on Higher Education and Research; and member of the board of governors of the Institute for Managers in Higher Education, Higher Education and Skills Division at the OECD.

7. Robin Bew, **Managing Director, Economist Intelligence Unit**

Robin is the Managing Director (CEO) of the Economist Intelligence Unit, the business-to-business arm of The Economist Group. He is responsible for the overarching commercial and editorial success of the EIU's business, reporting to The Economist Group CEO.

Prior to becoming Managing Director, Robin was Editorial Director (2006–13) and Chief Economist (1997–2013) of the EIU, responsible for the company's editorial operations and leading the intellectual debate across the business.

Robin retains a client-facing role, advising many of the EIU's largest customers on global trends and business developments, as well as having direct input into clients' strategy discussions. He also has a significant public profile, regularly speaking at client events, international conferences and roundtables. Robin is regularly interviewed by major television and print media, both in the developed world and in emerging markets.

Robin joined the EIU in 1995. Prior to that, he was a macroeconomist with Her Majesty's Treasury. He has an MSc in Economics from the University of London, and a BSc in Economics and Business Finance from Brunel University. He has attended an Executive Education Programme at the University Of Chicago Booth School of Business and at IE Business School in Madrid. Robin is also a Professor of Economics at IE Business School.

8. Sam Conniff, Co-founder and Chairman, Livity

Sam is Co-founder and Chairman of Livity, a ‘more than profit’ youth marketing agency working with young people every day to co-create socially innovative campaigns, communications, content and communities for a range of clients from Barclays to Google to Tesco to ChildLine.

Every day, Livity engages thousands of 12–24 year olds from a broad range of backgrounds and abilities, empowering them with the skills, equipment, training, apprenticeships and contacts to change their own lives for the better.

In 2014, Livity is very proudly still working with the first two clients it secured when it set up in 2001, and it is still working to the same values and vision: to benefit the lives of young people through the power of business, brands and marketing. Its pioneering financially and socially successful business model has attracted a variety of supporters from successive UK prime ministers to academics to heads of industry, business and charity.

Sam was acknowledged as one of the top five of 50 New Radicals by the Observer, awarded the Ernst & Young Social Entrepreneur of the Year Award and gained recognition from The Marketing Agencies Association by winning a string of awards that included Best Agency. He also obtained the Queen’s Award for Enterprise in Innovation, and Prime Minister David Cameron personally nominated Livity for a Big Society Award.

Sam believes in business innovation for social change and flies the flag for social as well as financial profit. He is a trustee for Ernst & Young’s Corporate Foundation, sits on the board for the NESTA and Cabinet Office £15 million Social Action and Innovation Investment Fund and is a mentor to dozens of young entrepreneurs.

9. Vivienne Stern, Director, UK Higher Education International Unit

Vivienne is the Director of the UK Higher Education International Unit. The Unit helps UK universities and higher education institutions engage with international partners, and represents their distinctive strengths and interests overseas. It contributes to national, European and international policy development, and delivers several high-profile programmes and scholarship schemes, including the Science without Borders Scheme in the UK. Prior to her role in the Unit, Vivienne was Head of Political Affairs at Universities UK, where she was responsible for developing and implementing the political strategy for the membership body representing 134 UK universities. She previously worked at the UK Parliament for the Chair of the Education and Skills Select Committee. She is a graduate in English Literature from the University of Cambridge.



5 Jeremy Chan 8 Sam Conniff
6 Professor Rebecca Hughes 9 Vivienne Stern
7 Robin Bew

SPEAKER PROFILES – PARALLEL SESSIONS

1. Abhinav Shakya,

Project Manager Services for International Education Marketing, British Council, Nepal

As Project Manager, Abhinav leads the activities of Services for International Education Marketing for the British Council in Nepal. He has been with the British Council since July 2014. Abhinav brings with him extensive experience in business consulting and digital promotion planning through six years of experience in Bangalore, India and his home city of Kathmandu.

2. Adam Finlayson,

Higher Education Analysis, Higher Education Funding Council for England

Adam joined the Higher Education Funding Council for England (HEFCE) in 2012. His area of work focuses on higher education analysis to inform policy. Previous research projects included poorly understood areas of the higher education sector, such as higher education at alternative providers and graduate outcomes for students with study abroad or work experience. Prior to working at HEFCE, he studied mathematics at the University of Bath.

3. Adriana Sorrenti,

Education Promotion Officer, British Council, Brazil

Adriana has been Education Promotion Officer based in São Paulo since 2011. She has a BA in English and Spanish Education from Hunter College in New York City and is currently pursuing her master's degree in International Marketing Management. Her previous experience includes working as a brand ambassador for TEAM Enterprises and also teaching English to foreign professionals inside multinational companies in the USA, and EFL in Brazil for four years. At the British Council in Brazil, Adriana is responsible for providing direct marketing and consultancy services to UK institutions and organising the Education UK exhibition.

4. Alan Addison,

IELTS Stakeholder Relations Manager, British Council

Alan is the IELTS Stakeholder Relations Manager for UK and Ireland and has worked in the British Council's English and Exams department for five years. His role is to ensure stakeholders have the product and operational information they need and be the first point of contact for enquiries. Prior to this role, Alan worked as Leadership Manager for the British Council in Sub-Saharan Africa. He has previously worked for the Foreign and Commonwealth Office at the British Embassy in Cairo in the Management Section and in Johannesburg for the British Council as Regional Manager, Development and Training Services. Alan recently completed a Chartered Institute of Marketing qualification.

5. Albina Tortbayeva,

Education Project Manager, British Council, Kazakhstan

Albina joined the British Council in Kazakhstan as an Education Project Manager in May 2014. She has five years' experience in the areas of translation, developing and managing international education programmes, journalism and media research. Albina holds a BA in Education (Teaching English and French) and an MA in International Journalism and Mass Communications.

6. Anastasiya Nikolaevskaya,

Projects and Partnerships Manager, British Council, Russia

Anastasiya Nikolaevskaya is the Projects and Partnerships Manager for the British Council in Russia. She joined the British Council recently. Prior to this she worked in the cultural sector, organising large-scale cultural events in Russia and abroad.

Her current role is to develop and manage relationships between stakeholders and partners in Russia and the UK in order to promote UK culture and education and to manage the delivery of British Council Services for International Education Marketing.

7. Andrew Bird, Head of International Marketing and Student Recruitment, Bournemouth University

Andrew Bird is Head of International Marketing and Student Recruitment at Bournemouth University and has supported internationalisation activities across Southern Asia for over 12 years in various guises. Previously he has been International Strategic Development Manager at Oxford Brookes University, then Regional Director at Southampton University; Andrew has also set up a recruitment office in India, facilitated transnational education opportunities at all levels of study and has been involved in policy dialogue workshops in Pakistan and India over the years.



- | | |
|----------------------------|---------------|
| 1 Abhinav Shakya | 7 Andrew Bird |
| 3 Adriana Sorrenti | 9 Andy Howman |
| 5 Albina Tortbayeva | |
| 6 Anastasiya Nikolaevskaya | |

8. Andrew Price, Regional Director, UKTI Education

Andrew is Regional Director for UKTI Education, which was established in 2013 to promote UK education exports. Andrew has responsibility for English language teaching, and has particular interest in China, Russia and Kazakhstan.

9. Andy Howman, Head of International Student Recruitment, University of Bath

Andy is Head of International Student Recruitment at the University of Bath, where he has worked for the past 13 years. Prior to that, spells at three other UK universities brought him into international student recruitment via an admissions and UK outreach route. In the time Andy has been at Bath, the international student community has tripled and the institution has sought to embrace the broader internationalisation agenda, including most recently the creation of a dedicated partnerships team. Student recruitment remains the focus of Andy's role though, and he still undertakes regular international travel alongside work within the institution supporting the overall recruitment and admissions strategy.

10. Aniseh Bassiri Tabrizi,
PhD candidate, King's College, London

Aniseh Bassiri Tabrizi is a PhD candidate at King's College, London, where her research deals with the E3–EU3 diplomatic initiative on Iranian nuclear negotiations. She is an associate member of the European Iran Research Group (EIRG) and a Visiting Fellow at the European Council on Foreign Relations. She has written extensively on Iran's domestic and international politics, providing research and analysis to several think tanks and consultancies.

11. Anna Esaki-Smith,
Editorial Director, British Council
Education Intelligence

Anna oversees the production of Education Intelligence research reports focusing on student mobility and country economic indicators that could portend a favourable environment for education development and investment. She specialises in conducting qualitative research with students, university professors and administrators. She manages the strategic positioning of the team's high-profile research launches and global media relations. Anna received her undergraduate degree from Cornell University and has a graduate degree in journalism from Columbia University.

12. Ayako Towatari,
Education Projects Manager,
British Council, Japan

Ayako Towatari is Education Projects Manager for the British Council, Japan. Her involvement ranges from the management of market intelligence for Services for International Education Marketing and wider programmes, such as organising and delivering researcher development workshops in Japanese universities in partnership with UK universities.

Most recently, Ayako has been responsible for providing advice about the Japanese study abroad market for UK institutions. She was responsible for co-ordinating the delivery of the RENKEI Researcher Development School in 2013, in partnership with the University of Bristol, Newcastle University and Kyoto University. Prior to that Ayako organised events such as the British Council–University of Tokyo co-hosted Japan–UK Higher Education Forum on Transferable Skills Training in Tokyo, and the Osaka University–British Council co-hosted Transferable Skills Training Workshop in Osaka in November 2010.

Before joining the British Council, Japan, she worked at Osaka University from 2006–08. Ayako was awarded an MPhil degree from the University of London in 2007.

13. Bernd Wächter,
Director, Academic Co-operation Association

Bernd Wächter is the Director of the Academic Co-operation Association (ACA). Bernd studied at the universities of Hull, Giessen and Marburg. His career has been focused on international higher education. He worked for the University of Kassel, the British Council and the Fachhochschule Darmstadt, before joining the German Academic Exchange Service (DAAD) as the head of their EU division. He subsequently became the Director for Higher Education (Erasmus) in the Brussels Socrates Office. In 1998, he took up his present post as ACA Director. Bernd has published and lectured widely on international higher education. He is the editor of the ACA Papers on International Co-operation in Education. Recently, he was awarded the Constance Meldrum Award for Vision and Leadership of the European Association for International Education (EAIE).

14. Bharat Pamnani, **Assistant Director, UK Visas and Immigration**

Bharat has been working for the Home Office since 2001. During this time he has implemented the charging regime for work permit applications and worked in programme and project management, as well as the Operational Policy team dealing with all the points-based tiers. Bharat is currently head of the Sponsorship Premium and Change teams.

15. Cathy He, **Assistant Director Education Marketing,** **British Council, China**

Since joining the British Council, China, Cathy has been working in the area of international education, particularly the promotion of UK education. She has built up strong relationships with Chinese education authorities, business partners and other stakeholders in the education industry both in China and the UK. With solid knowledge, experience and insight of China's education market, she has successfully facilitated partnerships between UK and Chinese institutions, provided bespoke consultancy services to UK universities to help inform their China transnational education strategies, and developed long-term marketing and communication strategies for UK clients to raise their profiles and expand recruitment in China.

16. Clare Sender, **Development Director, Campbell College**

Clare Sender has over 20 years' marketing experience in a variety of sectors including higher education and independent schools. Early on in her career she was responsible for destination marketing. Projects were undertaken for a range of clients including St Lucia, Jordan, Namibia and Washington DC, plus interesting EU-funded projects in places such as Western Ukraine. Moving on from the travel industry, Clare plunged into the world of education marketing taking on a challenging role as Head of Student Recruitment at the University of Aberdeen. Her destination marketing skills were also used here to change people's perceptions regarding the geographical location of Aberdeen. From higher education, Clare moved into independent schools' marketing and is currently working with Campbell College in Belfast. Part of her challenge is to change the perception of this once volatile destination, which the United Nations now cites as the second safest city in the world.

17. Danny Whitehead, **Country Director, British Council, Iran**

Danny Whitehead is the British Council's Country Director, Iran, and has worked for 17 years in Asia and Africa in the field of education, training and cultural relations. He is leading a significant growth in the scale, scope and impact of cultural relations engagement with Iran, in which further education is a key area of focus. Danny is also an educational researcher and is reading for his PhD.



- 12 Ayako Towatari
- 13 Bernd Wächter
- 14 Bharat Pamnani
- 15 Cathy He

18. David Gee,
**Global Employability Manager, University
of the West of England**

David Gee is Global Employability Manager at the University of the West of England, Bristol (UWE), where he is responsible for developing the international employability strategy for the university.

David is also the creator of GradLink (www.gradlinkuk.com), the highly successful careers website for international students studying in the UK. Over 250 employers from across the world are involved with GradLink, and thousands of international students and graduates visit the site each week. The website was recently shortlisted for the Times Higher Award for Outstanding Employer Engagement.

In order to create GradLink, David has travelled the world to meet key employers and organisations, and has developed a strong understanding of the workings and idiosyncrasies of the graduate labour markets in Asia, Africa and America.

David has presented at major employability events both in the UK and abroad on aspects such as how to sell a UK education to employers overseas. For example, he has recently returned from a British Council event in Vietnam, where he spoke about the specific advantages of UK-educated graduates looking to build a career in the marketing and media sectors.

19. Deborah Sepulveda,
**Senior English Projects Manager,
British Council, Chile**

Deborah is the Senior English Projects Manager for the British Council in Chile. She is responsible for the English and Education portfolio, including Services for International Education Marketing. Deborah is also the key account manager for the Chilean Ministry of Education and Ministry of Labour. With more than 12 years' experience in the education and English sector, she is responsible for Chile's portfolio addressing the English needs of the country in terms of public policy, and teachers' and learners' development.

20. Dominic Scott OBE,
**Chief Executive, UK Council for International
Student Affairs**

Dominic Scott OBE, has been Chief Executive of the UK Council for International Student Affairs (UKCISA) since 2004. Prior to that he held a number of senior positions with the British Council including postings to Norway, Egypt and India, where he was Director of Education from 1995–2000.

He is a member of the Home Office's Joint Education Taskforce (JET), the UCAS International Board, the Outward Mobility Strategy Board, the International Education Council's international student group, is Vice Chairman of the British Accreditation Council and was, during the initial phase, a member of the Prime Minister's Initiative (PMI) Strategy Group.

UKCISA promotes the interests of international students and those who work with them. It has over 500 institutional members including every university in the UK and the majority of further education colleges that are active internationally. It liaises with government and advises on all aspects of the international student experience including legislation, regulations and policy which relate to fee status, visas, immigration, employment and other rights, restrictions and entitlements. From 2006–11, it managed all PMI 'International Student Experience' project activities and continues to take a major role in debating and commenting on the government's changes to student visas.

21. Elizabeth McCallion,
**Education and Society Manager,
British Council, Canada**

Elizabeth is the Education and Society Manager for the British Council in Canada based in Toronto. She is responsible for a wide portfolio which includes education partnerships and student mobility, social enterprise and social innovation, and a schools programme which connects young people from around the world.

She joined the British Council in June 2012 from the City of London Corporation where she worked for five years managing a range of economic development projects. She has previously worked in community-based environmental regeneration and culture-based urban regeneration. Elizabeth has lived and worked in Toronto, Montreal and London and holds a Bachelor of Commerce degree from McGill University and a Master's in Business Strategy and the Environment from the University of London.

22. Elizabeth Shepherd, Senior Research Manager, English and Examinations, British Council

As Senior Research Manager within English and Examinations, Elizabeth is currently working on the development of a new global English research initiative. Elizabeth joined the British Council in 2006 as part of the UK Education Market Intelligence team. In 2009 she worked with the British Council Education team in Washington DC, where she managed the UK-US Higher Education Policy Dialogues, dissemination of multi-lateral partnership grant funding and research development. For the past four years Elizabeth was Director of Research for the British Council's Education Intelligence research team based in Hong Kong, where she devised the team's global research and engagement strategy.

23. Ellen Parkes, Careers Advisor (International), University of Bristol

Having graduated with a Modern Languages degree, Ellen moved straight to Ayacucho in Peru to work as a British Council Teaching Assistant at the Universidad de Huamanga. The following year involved working in Lima as a salesperson, volunteering for the regional office of Oxfam Fair Trade and teaching in businesses. On her return to England, Ellen found work as an International Development Officer at NCN, a further education College in Nottingham. This involved managing international student applications, marketing and international student welfare issues. In 2001 she moved to the University of Bristol for a post as International Recruitment Officer, in which she travelled extensively, marketed the University overseas and in the UK, managed overseas agents, liaised with academic departments and provided advice and guidance to students considering study in the UK. In 2006 she moved to a new role as a Careers Adviser project managing, designing and implementing the international student and graduate provision also at the University of Bristol.

Ellen is currently the Chair of the AGCAS Internationalisation Task Group which has given her the chance to work on interesting projects (including PMI2 activities), such as professional training events and resources aimed at careers practitioners.

24. Fatemeh Ahmadi, Higher Education Manager, British Council, Iran

Fatemeh Ahmadi is the British Council's Higher Education Manager in Iran. Fatemeh has worked in the field of Higher Education in Iran for over 15 years, and has extensive experience as an educational consultant and researcher through her career in Iran, North America and the UK. Fatemeh leads the British Council's education programmes and partnerships with Iran. She is also an educational researcher, and is in the final stages of completing her PhD.

25. Fernando Cano, Project Manager, Services for International Education Marketing, British Council, Mexico

Fernando is Project Manager for Services for International Education Marketing for the British Council in Mexico. Fernando has been with the British Council for one year, and has more than eight years of experience in marketing, sales and public relations across different industries.



18 David Gee

20 Dominic Scott OBE

21 Elizabeth
McCallion

22 Elizabeth
Shepherd

23 Ellen Parkes

25 Fernando Cano

26. Fiona Brown,
Head of International Office, The University of Manchester

Fiona Brown was appointed Head of the International Office at The University of Manchester in November 2012, where she leads on all international student recruitment activity. Prior to this Fiona worked in a variety of roles in higher education, with the international dimension beginning at UMIST in 2000 where she held responsibility for student recruitment across a range of markets, including India. Following a period with the University of Sheffield, Fiona returned to Manchester as Senior International Officer at the newly established University of Manchester in 2005, to co-ordinate its strategic approach to engagement with India. The university recently undertook a 20-strong mission to India to further develop this work.

27. Fiorella Cruzalegui,
Education and Digital Projects Co-ordinator, British Council, Colombia

Fiorella Cruzalegui has been the Education and Digital Projects Co-ordinator for the British Council in Colombia since November 2013. In her current role, she works with UK education institutions to achieve their goals in the country, providing market intelligence services for recruitment purposes, partner linking and brand awareness.

Prior to this Fiorella worked for more than five years on multiple education projects involving many stakeholders such as international non-profit organisations, government authorities and private companies at the Canadian Embassy in Peru, the US Embassy Association, the Canadian International Development Agency and, most recently, the Canadian Red Cross Society. Fiorella has lived and worked in Lima, Ottawa and Bogotá, and holds a bachelor's degree in Communications from Universidad Peruana de Ciencias Aplicadas (UPC).

28. Gustavo Mattos,
Project Manager, Services for International Education Marketing, British Council, Brazil

Gustavo has been the Project Manager for Services for International Education Marketing in Brazil since August 2013. Prior to this he worked at the International Marketing Department at King's College, London in 2012 and 2013, where he acquired an MA in International Relations. Before that, in Brazil, he obtained an MBA in International Analysis from the Federal University of Rio and a BSc in Naval Science from the Brazilian Naval Academy.

Gustavo developed a deep knowledge of Brazilian prospective students through teaching GCSE and IB Physics, and also through his own experience of going through the process of exhibitions attendance, university application processes and student life in the UK.

His previous experiences include ten years of leading roles in the Brazilian Navy, three years in the education sector (naval training and English/Physics teaching), three years of events promotion, as well as consultancy and translation services.

29. Helen Clews,
External Relations and Immigration Adviser, British Council

Helen has worked for the British Council since 1992. Helen's role is to develop and manage relationships with bodies such as the Foreign and Commonwealth Office; Home Office; UK Visas and Immigration; UK Council for International Student Affairs; Department for Business, Innovation and Skills; educational institutions and colleagues within the British Council in regard to visa, immigration, welfare and support issues affecting international students. Her work includes advising and training British Council staff in the UK and overseas and agents on immigration matters. Helen represents the British Council on immigration matters at policy level such as at the Joint Education Taskforce and Sponsorship Taskforce and sponsorship policy group.

Prior to this Helen worked for Greater Manchester and Cheshire Special Constabulary as a special constable, assistant divisional officer and chief officer, and manages to combine both her roles to work on international student safety initiatives such as the publications *Creating Confidence* and *Safety First*, and Helen represents the British Council at the Police and Home Office/NUS National Student Crime Strategic Group.

30. Helen Kellar, **International Manager, City College** **Brighton and Hove**

Helen joined City College Brighton and Hove in November 2008 as International Project Officer. Her main responsibility was to manage short bespoke course provision and international partnerships, including British Council Skills for Employability and PMI2 funded projects. In 2012 after the loss of their Highly Trusted Sponsor status and a management restructure, the International department at City College was reduced to almost nothing. In 2013 Helen took on the role of International Manager and the job of rebuilding the International provision. Since then Helen has led the new team – redesigning and relaunching the course offer for international students, regaining the HTS and passing a British Council inspection. Helen is responsible for international marketing, partnership development, compliance and overall management of the international team.

Prior to joining City College Brighton and Hove, Helen held the position of Latin America Manager for Quest Overseas, a gap year specialist organisation promoting ethical volunteering, responsible travel and sustainable development. Helen's role was to establish and maintain key partnerships with grassroots charities, develop safe but challenging expedition routes and recruit and prepare volunteer teams.

Helen is an avid cyclist and owns four bikes. Last summer she cycled 1,000 miles from Lisbon in Portugal to Santander Spain, along the Camino de Santiago de Compostela. In her spare time Helen runs 'She Rides' promoting cycling for women in Brighton.

31. Helen Obaje, **Agents Professional Development Manager,** **British Council**

Helen delivers the British Council Agents and Advisers training programmes, and the professional development programme for global staff working in international higher education, and is responsible for monitoring and enhancing both the internal and external training through a process of continuous improvement.

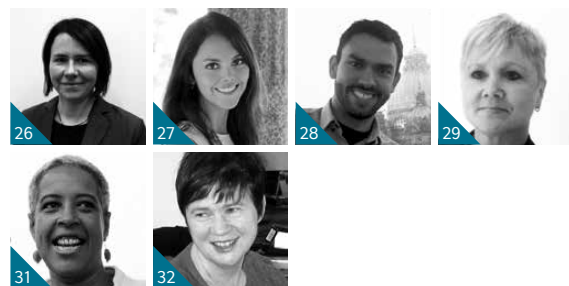
Prior to working at the British Council she worked in a diverse range of education institutions from community education to further education. With an MA in Technology she has focused on developing the use of technology in education.

32 . Helen Silvester, **Director of Education, Wider Europe,** **British Council**

Helen Silvester leads the British Council's work in education across 15 countries in East and South Europe and Central Asia. In Turkey, Helen was instrumental in facilitating a Memorandum of Understanding (MoU) between the Turkish Higher Education Council and Universities UK and in setting up and chairing a Joint Higher Education Taskforce. By creating the British Council UK–Turkey HE and Industry Partnership Programme, Helen helped set up more than 20 new partnerships between Turkish and UK universities and industry partners.

Skills and employability is a major focus of Helen's work across the region where she has developed the SEE Into the Future initiative. Through conferences and a series of digital activities, this engages thousands of people from the UK and the region to share perspectives and learning on skills, entrepreneurship and employment.

Helen joined the British Council as an academic in the Czech Republic. Subsequently, she has held a number of positions in education including programme manager, strategic adviser and external relations manager. Before joining the British Council, Helen worked as a teacher educator and teacher in Thailand and Portugal. She holds a master's degree in Education with Distinction from the University of Leeds.



26 Fiona Brown

29 Helen Clews

27 Fiorella Cruzalegui

31 Helen Obaje

28 Gustavo Mattos

32 Helen Silvester

33. Huan Japes,
Deputy Chief Executive, English UK

Huan runs English UK's Professional Services Team, which leads on quality assurance and professional development for their members and the wider ELT sector, including an annual calendar of training events and conferences. Huan was well-known in the ELT sector both in the UK and abroad before joining English UK in 2012, and was formerly Teacher Qualifications Manager for Trinity College London, responsible for TESOL qualifications, and before that Training Manager for EF Education First. Huan taught English in Italy for two years, and speaks French and Italian. He has a MA in TESOL from the Institute of Education. He is particularly interested in CPD and e-learning.

34. Hyesun Kim,
Director Education and Society,
British Council, Korea

Hyesun Kim has been working with the British Council in Korea for over five years. She develops the marketing strategy and business in Education and Society in Korea and is responsible for partnership development and management with the government, education institutions, media and industry. She has built up a strong knowledge of the market, as well as a number of networks. Before she joined the British Council, Hyesun worked for five years at boutique consultancy companies such as CJK Strategy and Kim, Lee and Partners. As Director of Research, she delivered numerous consultancy projects in the areas of market monitoring, communications strategy, corporate management and change to government ministries, agencies and international companies.

Hyesun gained an MA in political science and International Area Studies from the Graduate School of International Area Studies at Hankuk University of Foreign Studies (HUFS), Seoul Korea in 2003.

35. Ilham Yusifov,
Education Officer, British Council, Azerbaijan

Ilham has become an expert on PR, business networking and event management by working for different organisations in the public and private sectors over the past ten years. Meetings and discussions with over 100 state and private organisations have helped him to understand their business development needs. Ilham has delivered lectures and training at Azerbaijan Tourism Institute and different youth and tourism organisations on management and marketing related subjects. He currently works as Education Officer for the British Council and is responsible for providing UK education institutions with marketing and consultancy services in Azerbaijan.

36. Imran Yousaf,
Project Manager, Services for International
Education Marketing, British Council, Kuwait

Imran is Project Manager for the British Council in Kuwait and manages Services for International Education Marketing. Imran graduated from the UK where he completed a bachelor's and two masters' degrees in engineering. He is experienced in the regional education market and has worked in the higher education sector for more than four years. Imran's area of expertise is providing detailed strategy on student recruitment, market needs, opportunities for research collaborations, regulatory frameworks, current issues and trends and facilitating transnational education collaborations to create a knowledge-based economy.

37. Dr Iona Huang, Senior Lecturer in Marketing, Harper Adams University

Dr Iona Yuelu Huang is a senior lecturer at Harper Adams University. She has worked previously at director level at two other UK universities. She was responsible for international student recruitment, support and partnership development. Her latest joint research on agency relationships, entitled Power and control: managing agents for international student recruitment in higher education, has been accepted for publication in *Studies in Higher Education*.

38. Ismail Badat, Regional Manager for Higher and Further Education, Wider South Asia, British Council

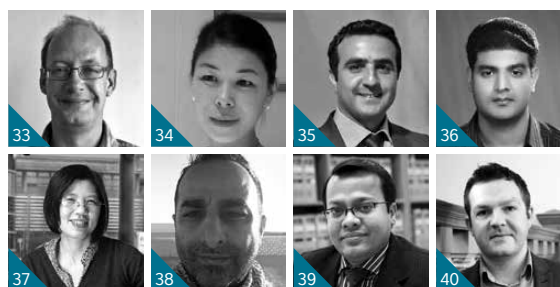
Ismail has been the Regional Manager for Higher and Further Education, Wider South Asia for the British Council since 2013, having joined from UCAS where he was Head of Business Development. He holds overall accountability for the strategic development, design and delivery of education programmes across South Asia. He has a background in product and programme management in organisations ranging from internet start-ups to global companies such as IBM, Lloyds-HBOS and British Telecommunications. His major interests are to bring IT, business and education together, having helped develop and introduce a number of online firsts to market.

39. Jahir Uddin, Project Manager, Services for International Education Marketing, British Council, Bangladesh

Jahir heads the Services for International Education Marketing team in Bangladesh and currently leads on remote marketing campaigns, market research and intelligence, consultancy, exhibitions and other event-management projects for the country. He has expertise in the fields of educational marketing and promotional campaigns.

40. Jamie Hastings, Regional Manager (Africa), International Office, Robert Gordon University

Jamie joined Robert Gordon University's (RGU) International Office team in 2011. He previously studied BA Hons Hotel and Hospitality Management at RGU and worked in several international business development roles. Prior to joining the university, Jamie was self-employed and worked in a business-to-business sales role doing mainly appointment setting and lead generation for small businesses around the North East of Scotland. Jamie speaks fluent French and has worked in Scotland, the USA, France and Australia. He is currently Regional Manager for Africa with specific responsibility for international student recruitment in Nigeria, Ghana and Uganda. He also assists the Faculty of Design and Technology in their international recruitment activities, which include the school of Computing, Engineering, Architecture and the Art school.



33 Huan Japes
34 Hyesun Kim
35 Ilham Yusifov
36 Imran Yousaf
37 Dr Iona Huang
38 Ismail Badat
39 Jahir Uddin
40 Jamie Hastings

41. Dr Janet Ilieva,
Head of Economic and Qualitative Analysis,
Higher Education Funding Council for England

Janet is an economist with over 15 years of international experience in higher education research and policy analysis. She is Head of Economic and Qualitative Analysis at the Higher Education Funding Council for England (HEFCE). Her most recent work at HEFCE was related to the publication of a series of thematic reports, which studied the latest shifts and trends in higher education in England.

Prior to joining HEFCE in May 2013, Janet worked for the British Council for nine years. Her latest work for the Council was carried out from the Hong Kong office, where her research informed higher education policy events in East Asia with senior stakeholders from ministries of education, quality assurance agencies, higher education funding bodies and universities.

Janet is a governor at the Watermore Primary School in South Gloucestershire.

42. Jayashree Raghuram,
Country Head, India, Leeds Beckett University

Jayashree Raghuram completed her first degree and MBA (Marketing) at the University of Pune in Western India before working at various corporate companies in India in the areas of marketing and sales. The industries included office automation, time-share holidays and furniture, among others. Since 1999, Jayashree has worked in the business of education, bringing together international universities that are interested in recruiting from India, and students to find the right match.

In 2004, Jayashree set up the India operation for Leeds Beckett University, and since then has worked to establish their presence and hold their share in the region with local know-how and close monitoring of the market. She currently holds the position of Country Head, India at Leeds Beckett University, and leads a dedicated team of five, working closely with agents and key partners, to help the university achieve its goals in India. This year the team celebrated ten years in the country.

43. Jazreel Goh,
East Asia Regional Business Development
Director, Services for International Education
Marketing, British Council

Jazreel joined the British Council as Director, Education Marketing, Mainland China in June 2004. She started her career in 1994 as a linguistics lecturer with the National University of Malaysia before joining IDP Education Australia as an education consultant in 1995. Jazreel has worked in various organisations in Malaysia, Australia and Hong Kong in the areas of international education consultancy, executive search and intellectual property licensing.

Jazreel is currently the East Asia Regional Business Development Director for British Council Services for International Education Marketing. She leads a dispersed team based in 13 countries across East Asia to deliver marketing and education services for the UK education sector. In 2011 she set up the British Council's Education Intelligence Unit – the first e-marketing platform dedicated to international education research for the industry globally.

Jazreel was born in Malaysia and after completing her secondary school in Malaysia and senior secondary school in Singapore, left for further studies in Melbourne, Australia. She graduated with a Bachelor of Arts from Monash University and was awarded the Equity and Merit Scholarship by the Australian Government to undertake her Master of Arts in Applied Linguistics.

44. Jennifer Bruce,
Head of University Value, UK and Ireland,
StudyPortals

With over eight years of experience in the UK higher education marketing sector, Jennifer has worked with many UK universities on their home and international student recruitment cycle. She is the Head of University Value for the UK and Ireland region at StudyPortals. She understands the need for the higher education market to use data-driven online strategies to enable sustainable international enrolment to universities and course providers in this increasing competitive market. Jennifer, along with StudyPortals, are currently presenting tailor made top 500 reports to universities, providing valuable information on how universities can improve their online strategies.

45. Joey Kirk, **Education Officer, British Council, USA**

Joey Kirk has been with the British Council since September 2011 and is the Education Officer based in the Washington, DC office. He works with British universities to achieve their market goals in the USA, as well as with American recruitment, counselling and study abroad professionals to raise the profile of education opportunities in the UK.

In his previous positions, Joey has worked in US domestic admissions and recruitment at Gwynedd-Mercy College and Dickinson College. He completed his MA in International Education from the George Washington University Graduate School of Education and Human Development and his BA from Dickinson College.

46. John Leighton, **Director of Summer Courses, Concord College**

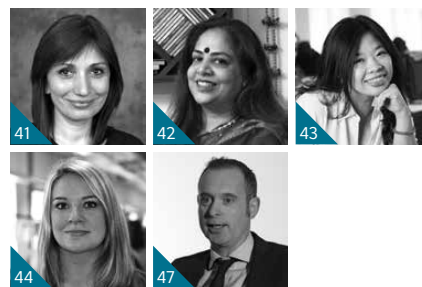
John Leighton began work at Concord College, Shrewsbury in 1975 as a teacher of Zoology, following his DipEd at Aberystwyth University and a couple of years as a civilian teacher with the Army. John became Director of Summer Courses in 2004 and Vice-Principal in 2005. He retired from teaching and as Vice-Principal in 2012 but has continued marketing for all the college courses and as Director of Summer Courses. In this, John's 40th year with Concord, he markets mainly in Eastern Europe and the Baltics but has also represented the college at fairs in the Middle East, Far East and South America. This year was John's ninth year recruiting in Kazakhstan.

47. John Mountford, **International Director, Association of Colleges**

John Mountford is the Association of Colleges' (AoC) International Director, representing and supporting further education colleges to develop their international work. This includes leading on the AoC's International Charter, meeting international stakeholders and policy makers and supporting a number of groups focused on international education. John is also a board member of the World Federation of Colleges and Polytechnics and EUproVET. He has also represented colleges in the planning process for a number of UK government-led initiatives including the Education Sector's Industrial Strategy, UK-India Research Initiative and UK-China Partners in Education.

John has 20 years of experience working with international students and partners. This has included working in Mexico, Czech Republic and Greece. Prior to taking up his post with AoC, John was the University of West London's International Director.

The Association of Colleges exists to represent and promote the interests of colleges and provide members with professional support services. It aims to be the authoritative voice of colleges – based on credible analysis, research, advocacy and consultation with colleges – and the first-choice destination for guidance and advice for members.



41 Dr Janet Ilieva

42 Jayashree
Raghuram

43 Jazreel Goh

44 Jennifer Bruce

47 John Mountford

48. Jonathan Ledger,
Managing Director, Proskills UK Group

Jonathan is the Managing Director of the Proskills UK Group, a registered charity, and its National Skills Academy for Materials, Production and Supply. Proskills and its academy researches, designs, delivers and quality assures skills solutions for employers within the process and manufacturing industries in the UK and across the globe.

Jonathan joined the Proskills UK Group in 2007 from CEMEX where he was the UK Vocational Training Manager; he successfully managed the first nationally funded contract in the mining and minerals industry achieving 2,200 qualifications over four years with a verified return on investment for the business of over £5 million.

His occupational expertise is demonstrated in a broad range of business sectors in which he has over 20 years' experience of training and assessment delivery in a broad range of qualifications, all delivered in workplaces throughout the UK. A postgraduate in Management and Learning and Development Provision, Jonathan achieved educational excellence through the vocational training and assessment route.

49. Dr Joost Kleuters,
Head of International Office, Rhine-Waal University of Applied Sciences

Joost Kleuters is Head of the International Office at Rhine-Waal University of Applied Sciences in Germany. Rhine-Waal is a newly founded (2009) public university in Northrhine Westphalia with campuses in Kleve and Kamp-Lintfort. The university offers over 80 per cent of all bachelor's and master's degree programmes completely in English and as such takes up a unique position in Germany and Europe as a whole.

Before moving to Germany to set up the International Office at Rhine-Waal, Joost Kleuters gained broad experience in English language teaching and publishing at Radboud University in Nijmegen (The Netherlands) where he received his PhD in International Relations in 2012.

50. Kate Owen,
Regional Manager for the Middle East and Africa, Services for International Education Marketing, British Council

Kate took up the post of Regional Manager for the Middle East and Africa in January 2013. Prior to that, she worked in a variety of roles for the British Council overseas and has undertaken long-term assignments in UAE, Palestinian Territories, Malaysia and Vietnam as well as shorter-term assignments in India and Ukraine. In both UAE and Vietnam she was responsible for leading the Council's work in marketing UK education and was responsible for the Council's first Education UK exhibition in Vietnam in 1999.

51. Katherine Walker,
Director of Marketing, Queen Margaret's School

Having worked in schools marketing and admissions for over ten years, Katherine joined Queen Margaret's School in York as its Director of Marketing in 2013. Now, after just over a year at Queen Margaret's, her remit includes admissions, marketing, development and alumni relations. She enjoys working in an all-girl environment, as it reminds her of her own school days.

Katherine's early career involved working in pensions. She returned to education to complete an MA in Theology. Following this educational break Katherine worked for BBC Radio before moving into marketing and PR in the media, retail and publishing industries. During her career she has run training courses on time management, customer services and how to be assertive. All of these skills have been invaluable during her time in educational marketing, admissions and development. Katherine describes herself as a cricket nut, shoe obsessive and Everton fan. Her motto is, 'Life is too short to eat bad food'.

52. Kevin Van-Cauter, Higher Education Adviser, British Council

Kevin is Higher Education Adviser at the British Council, where he advises on higher education policy, specialising in the areas of transnational education (TNE), the internationalisation of higher education and student mobility, with overall responsibility for the British Council's agents' strategy. Kevin has managed the higher education partnerships strand of the second Prime Minister's Initiative for International Education, and was a member of the government's e-learning task force (2010–11).

For over a decade Kevin has been regularly asked to author articles on UK TNE and student mobility and has presented at conferences on the subject all over the world. His most recent research (as commissioning editor) is *The Impact of Transnational Education on Host Countries* (published March 2014).

53. Kieron Culligan, Director, In2Impact

Kieron Culligan is a Director of the evaluation consultancy In2Impact (Applied Market Solutions Ltd) and of the market research company Research Stories.

Kieron is a highly experienced insight and evaluation professional having worked with clients ranging from Apple to Zurich Insurance. In the education sector he has worked with organisations including the UK's Department for Education, the Independent Schools Council (ISC) and the Boarding Schools' Association (BSA).

Kieron was previously Associate Director at the Henley Centre, EMEA Insight Manager at Compaq/HP and Research Director at Ipsos MORI.

Recently he has been working with the British Council to develop effective global evaluation for the education strand of the GREAT Britain campaign. This is the UK government's campaign aiming to showcase the UK internationally as a great place to visit, study and do business.

Kieron has an MA in Engineering, Economics and Management from Oxford University and an MSc in Marketing from Manchester University.

54. Lisa Sadler, Manager, International Office Team, Robert Gordon University

Lisa joined RGU in 2014, bringing over 15 years' experience in the higher education sector. She is responsible for managing and providing strategic direction to the International Office Team of Robert Gordon University; this includes leading marketing operations for 11 priority countries, managing a network of overseas representatives and a number of exchange programmes including Erasmus+.



48 Jonathan Ledger

49 Dr Joost Kleuters

50 Kate Owen

51 Katherine Walker

52 Kevin Van-Cauter

53 Kieron Culligan

54 Lisa Sadler

55. Liu Jing,
Assistant Director, Education Marketing,
British Council, China

Liu Jing graduated from the London School of Economics with an MSc in Management and joined the British Council in China in 2003. During her ten years at the British Council, she has led the Market Development unit, which is concerned with market insight collection and analysis and relationship building with Chinese partners; the Education UK Partnership unit; the Market Intelligence unit; and the Media and Communication unit. She is currently the Assistant Director of Education Marketing for China.

56. Mahmoud Mouselli,
Director Programmes and Projects,
British Council, Saudi Arabia

Mahmoud has been working with the British Council for the past ten years. He has extensive experience of working with Saudi scholarship agencies, agents, and UK education and training providers. He manages the King Abdullah Scholarship Programme for Technical Trainers to the UK. Mahmoud has worked on several higher education, further education and schools projects with the British Council, including organising promotional activities and brokering a number of partnerships between UK education and training providers and their Saudi counterparts.

57. Manish Sabarwal,
Chairman and Co-founder, Teamlease Services

Manish is Chairman and Co-founder of Teamlease Services, India's largest staffing and human-capital firm. Teamlease has over 95,000 employees in 1,800 cities and is implementing India's first vocational university and first national PPP apprenticeship programme.

In 1996, Manish co-founded India Life, an HR outsourcing company that was acquired by Hewitt Associates in 2002. Consequently, he was CEO of Hewitt Outsourcing (Asia) in Singapore. Manish serves on various state and central government committees on education, employment and employability and is a columnist for the Indian Express and the Economic Times. He got his MBA from The Wharton School in 1996 and is an alumnus of Shriram College, Delhi and Mayo College, Ajmer.

58. Myat Lay Tint,
Programme Officer, British Council, Burma

After completing her studies in the USA, Myat Lay started her journey up the career ladder as Customer Services Assistant at the British Council seven years ago and quickly moved up to Education Officer promoting UK qualifications in Myanmar (Burma). Having developed and maintained extensive networks with local education agents, private UK qualification course providers, and the public education sector, Myat Lay and her team have effectively delivered a series of marketing activities including high-profile, ground-breaking UK education exhibitions for UK education institutions. Her comprehensive understanding of the education market in Myanmar (Burma), combined with her experience of being an international student herself, means she is able to advise UK institutions who are planning to develop their business in Myanmar (Burma) with tailor-made marketing strategies, appropriate education promotional activities and channels.

59. Natalya Ravdina,
Business Development Manager for Europe,
Services for International Education Marketing,
British Council

Natalya Ravdina works for the British Council as Business Development Manager Europe for Services for International Education Marketing. Natalya joined the British Council in 2009 as Head of Education in Russia and moved to her current post in 2012. Previously, Natalya was a university lecturer and Vice-Dean for the faculty, during which time she completed her PhD studies in English Philology.

Natalya's current area of responsibility is strategic business development of Services for International Education Marketing services in the diverse region of Europe, encompassing 13 markets in the EU and Wider Europe.

60. Neil Shaw, Skills Adviser, Partnerships, British Council

Neil Shaw has over 20 years' experience working in international education and has been an education adviser at the British Council since 2003. In his current role he leads on the strategic development of the British Council's International Skills Partnership work globally, focused on ensuring that quality, impact and sustainability are at the heart of the international partnerships that the British Council helps to facilitate. Neil also has lead responsibility for the British Council's skills work in the Middle East, North Africa and Wider Europe. This involves working with colleagues in these regions to help ensure that the UK and constituent countries can collaborate effectively to address a wide range of skills challenges, with the central aim of enhancing the skills and employability of current and future workforces, both in the UK and overseas.

Prior to joining the British Council, Neil worked as an educator at school, college and university level, and was part of the National Museums of Scotland's Multimedia Unit, where he led European research and development projects in the field of technology and education.

61. Neslihan Boncuk, Education Manager, British Council, Turkey

Neslihan joined the British Council in Turkey in July 2001 and has covered a range of roles including the co-ordination of an international project organised by the British Council, the Delegation of the European Union to Turkey and Turkish Economic and Social Studies Foundation (TESEV), delivery of administrative/operational services and management of regional and global events in Turkey. She joined the Turkey education team in October 2013 as Education Manager. Her current role covers the management of the British Council, Turkey education portfolio in higher education, skills and school education and Services for International Education Marketing.

Neslihan holds a bachelor's degree in Economics from Yıldız Technical University in Istanbul and an MSc in European Political Economy from the London School of Economics and Political Science. She is currently a PhD candidate in EU Politics and International Relations at Marmara University in Istanbul. Her research interests are European integration theories, Europeanisation, EU conditionality mechanism and EU-Turkey relations.



55 Liu Jing

56 Mahmoud Mouselli

57 Manish Sabarwal

58 Myat Lay Tint

59 Natalya Ravdina

61 Neslihan Boncuk

62. Niroshi Siriwanasa,
Manager, International Higher Education,
British Council, Sri Lanka

Niroshi joined the British Council in 2006 as an Examination Assistant, and in 2011 she was promoted to Manager International Higher Education. She heads the Education team in Sri Lanka and is responsible for Services for International Education Marketing Sri Lanka and higher education partnerships and activities. She has managerial experience within the higher education and transnational education sectors. Her areas of expertise include business development, marketing, event management, market intelligence and partnerships.

63. Ottolie Wekezer,
Regional Director, Education Marketing and
Consultancy, South Asia, British Council

Ottolie Wekezer joined the British Council in April 2013 as South Asia Regional Director, Education Marketing and Consultancy. Ottolie currently leads a team of 25 working across five countries in South Asia. Ottolie has more than 15 years' experience working with the UK education sector in the area of international marketing, international partnerships and student recruitment. Ottolie spent almost three years working in China and Hong Kong and has delivered education projects across much of South, Central and East Asia before taking up her current role based in Delhi, India. Ottolie graduated with honours at King's College London, a master's from Newcastle University and a postgraduate diploma from the Chartered Institute of Marketing.

64. Paul Fairclough,
External Relations and GREAT Manager,
British Council

Paul Fairclough is the GREAT Programme Manager within the British Council. He co-ordinates the British Council's GREAT campaign activity globally, working closely with partners in the Foreign and Commonwealth Office, UKTI, Visit Britain and the Cabinet Office. He has worked in Sudan, Ivory Coast, Yemen and Poland and for a number of years managed large scholarship programmes. More recently, Paul was responsible for delivering the British Council's programme of activities globally around the London 2012 Olympic and Paralympic Games.

65. Peter Clack,
Director International Relations,
University of Birmingham

As Director International Relations, Peter Clack currently leads the University of Birmingham's Global Engagement strategy, drawing on experience from working strategically within the international higher education sector at a senior level both in the UK and globally.

Before joining the University of Birmingham in 2013 he worked overseas for the British Council, most recently as Director Education Middle East and North Africa based in Dubai. Previous to that he worked as Director Higher Education for East Asia based in Kuala Lumpur, Malaysia and before that he was based at the British Council in Istanbul for four years where he was Director Education for Turkey, Black Sea and the Caucasus.

He was a member of the Education UK Partnership Board and has worked on Going Global; the emerging IHE programme and the initial roll-out of Services for International Education Marketing.

66. Rawan Khir,**Marketing Manager, Services for International Education Marketing, British Council, Qatar**

Rawan Khir has been working for the British Council in Qatar for more than five years. She joined the Services for International Education Marketing team when it was launched in Qatar in April 2012 and is currently managing the programme. Born and brought up in Qatar, Rawan has built a strong understanding of the local education system. This local education knowledge was enhanced when she joined the Services for International Education Marketing team by contributing to a number of consultancy projects and building relationships with the local education sector. Rawan has experience of the UK education sector since she completed the Essential Skills Award and handled the role of advising potential students for two years.

67. Rhoda Enchil,**Project Manager, British Council, Ghana**

Rhoda currently manages the British Council's higher education portfolio in Ghana, and leads on Services for International Education Marketing, Global Policy Dialogues, and the British Council's Research on Graduate Employability Skills. She holds a bachelor's in Economics from the University of Ghana.

Prior to this, Rhoda managed other projects for the British Council including Africa Knowledge Transfer Partnerships, Developing Partnerships in Higher Education, International Health Links, and International Inspirations. This has helped Rhoda to build strong relationships with many stakeholders, including the British High Commission in Ghana, the National Council for Tertiary Education, the National Accreditation Board, Ministry of Education, Vice Chancellors of Universities, Rectors of Polytechnics, Unicef, UK Trade and Investment, the Association of Ghana Industries, Deans/Senior lecturers, government ministries and the media.

Rhoda's ambition is to provide avenues for students to get international qualifications to enrich their employability skills. Her favourite football club is Arsenal, and in her leisure time she likes to watch Arsenal's matches or watch cartoons with her children.

68. Richard Everitt,**Director Education, British Council, India**

Richard Everitt is Director Education for the British Council in India, responsible for the strategic direction of the education portfolio. He studied at the University of Leeds, University of South Florida and the John Hopkins University (School of Advanced International Studies). Richard is a member of the Chartered Institute of Marketing and The Norwich Society and he was given the 2012 Outstanding Achievement Award from the Institute of International Education. Other British Council postings include: USA as Deputy Director; China, managing the HSBC-funded UK–China School Links Programme; Colombia, heading arts, regional education, governance, and creative industries projects; and Poland, responsible for a European sports education programme. Richard previously worked at Channel 5 Television, London and as a teacher of English in Uganda.

**62** Niroshi Siriwanasa**63** Ottolie Wekezer**65** Peter Clack**66** Rawan Khir**67** Rhoda Enchil**68** Richard Everitt

69. Rose Williams,
Project Manager Education,
British Council, Colombia

Rose is the Project Manager for Services for International Education Marketing in Colombia working to support UK education institutions in their international work through the provision of services for international student recruitment, market intelligence, and enabling the development of working relationships with institutions in Colombia.

She joined the British Council first in Ghana in 2006 as a Project Manager for Arts, Culture and Leadership before moving to Colombia where she gained five years of experience in the Colombian educational sector working in an international bilingual school. Before that, she worked for various business sectors including for the development of policies for small and medium enterprises with an Association for Ghanaian Industries. Rose holds a BA Hons. in Geography and Resource Development from the University of Ghana and an MSc in International Relations and Business from the Universidad Militar Nueva Granada in Colombia.

70. Roy Cross,
Senior Adviser, Partnerships and Evaluation,
British Council

Roy Cross is the British Council's Senior Adviser for Partnerships and Evaluation in the English and Examinations department. Roy is currently on secondment to UKTI Education where he is English Language Teaching Specialist. Roy has worked around the world for the last 30 years.

71. Saman Imtiaz,
Head of Services for International Education
Marketing, British Council, Pakistan

Saman Imtiaz recently joined the British Council as Head of Services for International Education Marketing in Pakistan and is based in Islamabad.

Saman has over 16 years' experience in the private education sector. Saman began her professional journey as a teacher for 'O' and 'A' level students; she later worked as an academic co-ordinator, a school administrator and in school management. Since 2009 she has been based in Islamabad as the Regional Communications Manager for the northern region of a leading private school network. During her years of work in the private education sector, she has contributed to establishing student counselling and college and university placement services. She was also crucial for the establishment of a prestigious international student internship programme with a Nobel Laureate, along with contributing to the establishment of a range of student focused activities and programmes.

Saman loves interacting with students and says that in essence she will remain a teacher at heart. She is looking forward to working with the UK education institutions and is committed to contributing her team's best.

72. Sephora Imomoh,
Project Manager, British Council, Nigeria

Sephora Imomoh is the Project Manager responsible for the British Council's Services for International Education Marketing portfolio in Nigeria, with a focus on research and consultancy. Sephora works with a small team of experienced British Council staff to provide clients with fit-for-purpose services to support them in their recruitment activities in Nigeria.

Since coming into the role in 2013, she has expanded the services offered to cover smaller and niche exhibitions and schools tours in addition to large annual exhibitions. She provides an energy and focus to the team that ensures clients get a much more targeted direct-marketing experience and she has been instrumental in the co-ordination of robust research covering skills and transnational education.

73. Shreya Paudel, **International Students' Officer,** **National Union of Students**

Shreya is the International Students' Officer for the National Union of Students, and is based in London.

74. Skye Robertson, **Head of Operations, Centre for Entrepreneurs**

Skye Robertson is the Head of Operations at the Centre for Entrepreneurs, the entrepreneurs' think tank. She works to support entrepreneurs across the UK by developing and implementing initiatives and campaigns as well as facilitating debate on policies that affect small businesses the most. Skye is also the Youth Innovation Ambassador for the European Young Innovators Forum and sits on the board of the Euromentors Association.

Before joining the Centre for Entrepreneurs, Skye was a Campaign Manager at StartUp Britain, the national enterprise campaign. Her work focused on organising events aimed at fashion and food entrepreneurs as well as working with the team on start-up strategy.

Skye has an MSc in Philosophy and Public Policy from the London School of Economics and a BA in Politics and East European Studies from University College London. She came to London by way of rural Washington State.

75. Steve Corry, **Senior Manager, Education Services,** **British Council, Hong Kong**

Based in Hong Kong, Steve Corry has lived and worked in the East Asian region for nearly 20 years. In the late 1990s, Steve was an education agent in Beijing, and his subsequent career involved marketing and consultancy work in various industries, including consumer goods and market research projects for the 2008 Beijing Olympic Games. Prior to joining the British Council in early 2013 Steve was involved in setting up the Hong Kong operation of a medical education company.

Steve is widely travelled in the region and in recent months has conducted market scoping with agents, local higher education institutions and ministries in Burma, Indonesia, Malaysia, Taiwan and Vietnam.

76. Stuart Easter, **Student Recruitment Manager (South and** **Central Asia), The University of Edinburgh**

Stuart joined The University of Edinburgh in 2012 and currently manages student recruitment and other business development activities throughout South and Central Asia. A specialist in data analysis and digital communications, Stuart also dedicates time to market research activities and developing new online channels for communicating with prospective students. A significant amount of his time is committed to analysing trends within student recruitment to inform future strategy. Stuart has previously worked in international development roles in the further education sector, and also in a research capacity at Queen Margaret University.



69 Rose Williams

71 Saman Imitiaz

72 Sephora Imomoh

74 Skye Robertson

75 Steve Corry

76 Stuart Easter

77. Suchita Gokarn,
Head of Services for International Education
Marketing, British Council, India

Suchita Gokarn is currently heading the UK Education marketing and promotion portfolio for the British Council in India. She has been with the organisation for the past 15 years and has vast experience in the field of marketing and promotion of UK Education. She has been instrumental in advising a number of UK institutions on internationalisation and their international strategy for India.

Suchita was instrumental in launching the Education UK brand in the year 2000 and has been its custodian in India ever since. She has also represented the British Council as a speaker at various forums on international education.

A postgraduate degree holder in Life Sciences from Mumbai, she has to her credit a British Chevening Scholarship that she was awarded to read for a second master's in Molecular Genetics at the University of Leicester (UK). Suchita has also completed her Advanced Certificate in Marketing Management Practice from the Chartered Institute of Marketing (CIM) UK and is a member of the same.

78. Susana Galván,
Director Education, British Council, Burma

Susana Galván has spent most of her career working for the British Council in the area of education, based in East Asia, managing the promotion of cultural and education events and exchanges. Leading large and diverse teams across Taiwan, Malaysia and Brunei, Susana was instrumental in establishing and developing numerous education and cultural links between these countries and the UK, ranging from student exchanges to research links and government-level programmes and initiatives. She is currently posted to the British Council office in Burma as their Director of Education and Arts.

79. Tamsin Thomas,
Education Manager, British Council, USA

Tamsin Thomas leads the British Council's Education marketing programmes in the USA. Tamsin works with British universities to achieve their market goals in the USA as well as with professionals in the college admissions and guidance community to help make study in the UK a reality for American students. Tamsin joined the British Council from the International Development Centre at the University of Gloucestershire where she served as an International Officer from 2009, developing their work in North America, South Asia and West Africa. Prior to this, Tamsin worked as an International Officer for the University of Hertfordshire. Tamsin has a Bachelor of Arts in International Relations from Keele University and a Master of Arts in European Studies from the University of Birmingham.

80. Thijs van Vugt,
Director, iE&D Solutions BV

Thijs van Vugt has been Director and Partner of iE&D Solutions BV, an educational consultancy firm, since 2006. Recent clients include University of Groningen, Utrecht University, Erasmus University Rotterdam, Jönköping University, Uppsala University, VU University Amsterdam, Radboud University, University of the Arctic, Tromsø University, StudyPortals BV and RNTC. From 1989 to 2005, Thijs worked for Tilburg University, the ERASMUS Bureau in Brussels and for Sheffield Hallam University.

Thijs is the founder of the Professional Section on Marketing and Recruitment of the European Association for International Education (EAIE). He was Chair of Marketing and Recruitment from 2002 to 2008 and was a member of EAIE's Executive Board from 2004 to 2008. In 2006, he published *The Impact of Tuition Fees on International Student Recruitment* and in September 2009, Thijs was awarded the Bo Gregersen Award for Best Practice of the EAIE.

Thijs has a master's degree in Economics from Tilburg University, a postgraduate certificate in Public Management from TiasNimbas Business School and a postgraduate certificate in Customer Relationship Management (CRM) from Beeckestijn Business School.

81. Tom Brennan, **Americas Regional Business Development** **Manager, Services for International Education** **Marketing, British Council, USA**

Tom Brennan is the Americas Regional Business Development Manager for Services for International Education Marketing and has been working with the British Council since February 2013, based in New York City. He is responsible for overseeing the business development strategy for the Americas in the promotion of UK education and assisting UK educators in reaching their strategic internationalisation goals in the region. He is currently working with education teams in Canada, USA, Mexico, Colombia, Brazil and Chile. Tom has worked at Thunderbird School of Global Management as Director of the Student Recruitment Department and holds an MBA in International Marketing from Thunderbird. He has also worked and studied in China and Mexico.

82. Tom Poole, **Account Manager, Services for International** **Education Marketing, British Council**

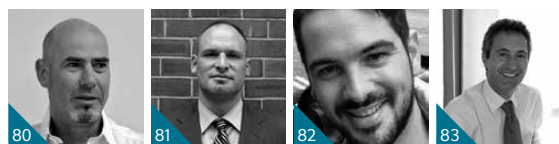
Tom's role as UK ELT Account Manager involves promoting Services for International Education Marketing services to members of Accreditation UK. Tom also promotes the UK as a destination to learn English at agent fairs, manages British Council presence at teacher conferences and administers the annual ELTons awards. Tom's experience of Saudi Arabia comes from an ELT tour of the Gulf region he managed in May 2014.

83. Vincenzo Raimo, **Pro-Vice-Chancellor for Global Engagement,** **University of Reading**

Vincenzo Raimo is a graduate of the University of Reading (1990) and also studied at the University of Rome La Sapienza and the University of Leicester. He has spent much of his career working in senior administration roles in higher education at the universities of Lancaster, Sussex and Nottingham. His most recent appointment before re-joining Reading was as Director of the International Office at The University of Nottingham, where he helped shape the university's highly successful internationalisation strategy.

Vincenzo is regularly invited to speak at events in the UK and overseas on the internationalisation of higher education and has been particularly prominent in the debate about transparency and the use of agents in international student recruitment.

He is a Fellow of the Chartered Institute of Marketing.



80 Thijs van Vugt

81 Tom Brennan

82 Tom Poole

83 Vincenzo Raimo

84. Virginia West, **Director, International Education Projects**

Virginia is a freelance consultant providing research, planning, evaluation and training in international higher and further education through International Education Projects.

As Director of the Wales International Consortium from 2003 to 2012, she worked for all of the universities in Wales to develop collaborative partnerships in student recruitment and exchanges, research and wider internationalisation. She was also the Wales representative on the BUILA Executive, Universities UK Representative to the HE Advisory Group to PMI II and a member of the UCAS International Board and Welsh Government International Strategy Group. She has a BA in English and a master's in Business Administration.

Before 2003, Virginia was Deputy Director of the International Division and Head of the English Language Centre at Cardiff University, and previously Director of the University 125th Anniversary Campaign, Development Officer and Director of Studies at the English Language Centre at Aberystwyth University and an English Language teacher in several countries. The one region of the world she has yet to visit is South America, which is on her to-do list.



85 Zainab Malik

85. Zainab Malik, **Research Director, Education Intelligence, British Council**

Zainab joined the British Council's Education Intelligence team in 2012, after working in research and programme development at the University of Pennsylvania. She has authored research on topics in education policy, transnational education and employability and specialises in data analysis as well as strategy development; she has presented and advised on market intelligence to international audiences and institutions. Zainab earned a bachelor's degree in Economics and International Relations from Colgate University and a master's degree with distinction in International Education Development from the University of Pennsylvania.

CONTACT

Please contact your account manager for more information on Services for International Education Marketing.

Juhanie Cheung

Account Manager for Higher Education Scotland, Northern Ireland, London and the South East

juhanie.cheung@britishcouncil.org

+44 (0)161 957 7053

Lee Harris

Account Manager for Higher Education, Midlands and Yorkshire

lee.harris@britishcouncil.org

+44 (0)161 957 7440

Sarah Kinsey

Account Manager for Higher Education, London and South East England

sarah.kinsey@britishcouncil.org

+44 (0)161 957 7243

Christine Lee

Account Manager for Further Education UK and Higher Education Wales

christine.lee@britishcouncil.org

+44 (0)161 957 7103

Oliver Phillips

Senior Account Manager for Higher Education, North England

oliver.phillips@britishcouncil.org

+44 (0)161 957 7545

Emma Robinson

Account Manager for Boarding Schools UK and Higher Education, South West England

emma.robinson@britishcouncil.org

+44 (0)161 957 7458

