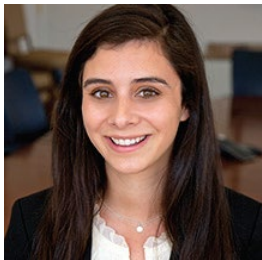

Enrollment Leaders Roundtable

A New Playbook for Smart Recruitment Marketing



Tom Taylor

As an Enrollment Management Consultant and former client, Tom helps our partners navigate the enrollment expectations and challenges that arise on their campuses. He maximizes partner relationships by helping clients understand how working with EAB Enrollment Services enables them to achieve their enrollment and revenue goals. Prior to joining EAB, Tom worked at University of Maryland Baltimore County. He also served as the Vice President of Enrollment, Marketing, and Communications at Ball State University.



Chloe O'Sullivan

Chloe has been with EAB for six years and has spent most of that time focused on educating EAB partners on our newest initiatives and innovations, mapping their challenges to EAB support. For the last two years she has specifically been focusing on EAB's innovations in enrollment technology, and facilitating conversations on the use of technology in transfer recruitment on campuses across the country.



Al Newell

Al, a seasoned professional with 40 years' experience in college admissions and educational administration, joined EAB Enrollment Services in August 2014 and currently provides insight into the creation and execution of successful recruitment strategies. Prior to joining EAB, he was Vice President for Enrollment at Washington & Jefferson College in Washington, Pennsylvania. Al was a Royall & Company client at W&J and held the VP for Enrollment position for 11 years.



Emily Bauer

Emily has worn many hats during her eight-year tenure at EAB Enrollment Services, all utilizing her expertise and vision in web design. In her current role as Managing Director of Program Marketing, Emily leads the creative department in developing the most cutting-edge and data-backed communications and technologies to optimize the success of our college and university partners. At the moment, Emily is leading a two-pronged learning agenda, focused on creative differentiation and innovation.

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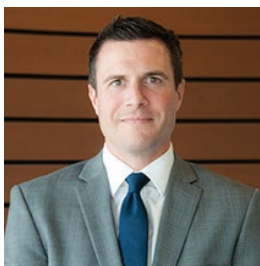
Ed Hock

Ed is the Executive Director & Head of Sales for Enrollment Services at EAB. He has been working with the firm in various leadership capacities across the past decade, including his time supporting the health care side with The Advisory Board Company. Working closely in demand generation, Ed is responsible for managing the client development executive team. He is also a subject matter expert in enrollment analytics and EAB's Pipeline Analytics software, a platform developed to help admissions offices better understand and target the right students. Prior to his role at EAB, Ed held multiple sales-focused roles in the financial services industry.



Anika Olsen

As a former Executive Director of Admissions at Northern Arizona, Anika supports EAB's current and prospective clients as a Principal and Consultant, providing insight into effective recruitment strategies and maximizing relationships with EAB to achieve enrollment goals. Anika relishes her work with enrollment leaders, learning their challenges and partnering with them to generate their best solutions.



Alex White

In his role as a Managing Director, Client Development, Alex initiates relationships with prospective partners and helps them identify the best opportunities and strategies for reaching their short- and long-term enrollment goals. He is also responsible for ensuring that EAB Enrollment Services' partnerships with new clients get off to a strong start. Before joining EAB Enrollment Services, Alex worked in the pharmaceutical and financial services industries, successfully identifying and delivering solutions to address his clients' unique business needs.