

i-graduate

16th January 2018

i-graduate announces appointment of New Regional Director

i-graduate, global leader in benchmarking the student experience, is pleased to announce the appointment of Joseph Burrow as its new Director for North America, with immediate effect.

Joe will be responsible for leading all business development and client relations activity for both existing and new clients across the US and Canada, reporting into i-graduate's Managing Director, Phil Sanders. Joe will also lead on institution report backs, sharing results from the International Student Barometer (ISB) with those who took part in the recent survey of international student satisfaction.

Joe joins us from International Student Exchange Programs (ISEP) where he was Vice President for Student Engagement and served on the executive team. Joe has over fifteen years of international education experience including multilateral student movement and recruitment advisory work. He has extensive links with key International Higher Education membership associations including AIRC, ACE, NAFSA, CBIE, AACRAO and EAIE.

Commenting on the new appointment, Phil Sanders said "Joseph brings valuable knowledge to i-graduate and will be a huge asset to the management team. His background in international education will be invaluable as we look to grow our presence across North America in 2018".

Burrow commented "North America, and the United States in particular, can no longer rely upon historical reputation alone to recruit and sustain international students and the revenue they create. Institutions must become intentional in their approach to international strategy and i-graduate's reputation, experience and portfolio of benchmarking services are ideally positioned to aid them in this endeavour."

Joe will be supported in his business development and consultancy activities by i-graduate colleagues including Rachael Merola, Jess Howlett and Jan Dzugan.

Joe will be attending the AIEA annual conference from the 18th to the 21st February and leading a pre-conference workshop with the AIRC Leadership Board on international student recruitment.

About i-graduate:

i-graduate tracks and benchmarks student and stakeholder opinions across the student journey, from prospective students to alumni. Established in 2005, i-graduate has obtained feedback from over 3 million students and worked with 1,400 institutions in over 33 countries. i-graduate runs the world's largest survey of international student satisfaction - the International Student Barometer - as well as surveys of domestic students, TNE students and distance learners, English language learners, recent graduates and education agents. New for 2018, i-graduate have launched the Global Education Profiler tool. In December 2012 i-graduate was acquired by Tribal Group PLC.

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