



## Associate Vice President for Customized & Faculty-Led Programs

The Institute for the International Education of Students (IES) invites applications and nominations for the position of Associate Vice President (AVP) for Customized and Faculty-Led Programs. Reporting to the Executive Vice President of Academic Programs & Provost for Customized Programs (CP), the AVP has strategic direction, management, and performance of the Customized & Faculty-Led Programs Unit of IES Abroad.

### The Role

In this role, the AVP must facilitate cultivation of customers for CP programs, including generating new programs and managing existing ones. They will work very closely with various external constituents (faculty, deans, and study-abroad directors, both from IES Abroad Consortium and non-Consortium schools), as well as internal constituents (International Program Deans/AVPs for Academic Programs, and Center Directors) to design and execute excellent, academically meaningful, and experientially rewarding faculty-led and customized programs.

As the head of the Customized & Faculty-Led Programs Department, the AVP will consult with internal and external constituents to facilitate the design and implementation of specialized international education programs. Program development and design includes researching and anticipating customer needs, marketing ideas to potential customers, determining the institution's capacity and capabilities, determining partnership opportunities, submitting proposals with pricing to the client, administering all necessary communication, documentation, budget management and other aspects of Customized Programs, and ensuring program success on-site at the Center. The AVP will have direct reports including the Director of Customized Programs, Assistant Directors, and Customized Program Managers. The Department is responsible for roughly ten percent of the annual organizational revenue of \$100-\$110M.

In addition, the AVP will develop an effective dynamic sales team that will expand the organization's relationships and networks on college and university campuses by: identifying schools, departments, and faculty that will be potential clients for customized programs; assessing the needs of school clients; working with deans in developing top-quality academic programs that meet the school's needs and simultaneously upholding the academic mission of

IES Abroad; working with Center staff to implement and administer each program; and, focusing on client satisfaction and retention. IES Abroad currently works with more than 300 university/college partners. Ultimately, the AVP holds the responsibility for generating adequate revenue from Customized programming, which is a rapidly growing segment of the IES Abroad portfolio.

### **Key Responsibilities:**

#### **Customer Cultivation, Marketing and Recruitment**

- Continuously search for opportunities to cultivate new customers
- Identify and lead new business opportunities for Customized Programs
- Ensure highly productive relationships and partnerships for the benefit of the organization and for Customized Programs
- In collaboration with the Executive VP for Marketing, identify market for short-term and/or faculty-led programs at IES Abroad Centers
- Responsible for developing and implementing the marketing plan for Customized Programs, working closely with the Marketing Department.
- In conjunction with Marketing Department, develop/update marketing materials including a Customized Program brochure, flyers, faculty development handbook, and select web pages
- Assist clients' marketing to their students.
- Conduct analysis to identify and attract potential Customized clients
- Conduct periodic competitive analysis to assess pricing, market size, product development, delivery issues, and market trends
- Assist the Customized Program's staff with contact and follow-up with prospective and active clients
- Promptly resolve any issues with customers

#### **Program Development**

- Oversee a team of Customized Program Managers who work collaboratively with U.S. faculty, study abroad officials, and IES Abroad's deans to develop high-quality international education programs that meet the specific needs of the client institution and adhere to IES Abroad's mission and quality standards

#### **Program Organization and Management**

- Ensure IES Abroad programs fulfill the quality objectives of client institution and the IES Abroad MAP© (Model Assessment Practice)
- Integrate Customized Programs into IES Abroad's established operational functions, including accounting, recruiting, enrollment management, and technology
- Maintain Customized Program data and records
- Evaluate program implementation and success for both departments
- Train staff to effectively implement Customized Programs
- Work with the Provost to regularly report progress of Customized programs to IES Abroad Executive Management

- Report on ways in which Customized Programs can contribute to overall standard IES Abroad programming
- Ensure that IES Abroad policies and procedures are followed

### **Leadership and Staff Management**

- Provide supervision and leadership for Customized Program staff including training, evaluation, coaching, and professional development
- Manage the contribution of a group of Academic Program Specialists who act as liaisons to the IES Abroad Centers to the development of Customized Programs
- Provide leadership for all IES Abroad staff to promote Customized programming in pursuit of a vision of growth and academic excellence
- Human Resources responsibilities including, without limitation, performance management, conducting performance reviews and setting goals, providing coaching and guidance, dealing with discipline and grievances, recruitment and selection, issuing and collecting HR documentation, and any other HR-related responsibilities in conjunction with Human Resources and IES Abroad policy

### **Other essential functions**

- Collaborate with Provost to communicate IES Abroad's strategy for Customized Programs to the Board of Directors
- Regular and predictable attendance is an essential function of this position
- Any other task or duty as assigned or required

### **Desired Qualities and Attributes**

The next AVP will possess a graduate degree and extensive experience in managing a department actively involved in sales/marketing or in the development of international programs. A valid U.S. driver's license is required. To be most successful, the next AVP will demonstrate or possess the following:

- A minimum of 10 years of significant staff/departmental management experience, well versed in successfully managing a department, driven by sales and marketing;
- A minimum of 10 years of experience in higher education program development and/or international program management, recruitment, sales, or higher education admissions;
- An in-depth knowledge of, engaging appreciation for, and experience in U.S. higher education as well as international education;
  - Demonstrated high-level experience with budget management/financial analysis, preferably in a nonprofit environment;
  - Proven track record in recruitment, sales, or higher education admissions;
  - Exceptional analytical ability and visionary management acumen are required, enabling this individual to work at both the strategic/conceptual level as well as the implementation phase; and
- Excellent communicator and successful at interacting with all levels of the organization. This individual will be an accomplished leader, adept at enhancing staff performance and nurturing high levels of morale.

## **Other Skills Required**

- Ability to make effective presentations to a group or individual
- Strong persuasion skills
- Proven management experience and skills
- Ability to develop and maintain professional, positive, respectful, and effective working relationships with leadership, staff members, and external contacts
- Proven ability to work effectively in partnerships, teams, and independently
- Strong analytical skills
- Outstanding verbal and written communication skills
- Creativity, especially as demonstrated through academic program design
- Strong knowledge of the U.S. college market
- Excellent organizational skills
- Ability to be flexible and adaptable in a changing environment
- Visionary leadership and management

## **Organizational Overview**

The first IES Abroad program launched in 1950. In September of that year, 23 American students boarded a ship to Vienna, where they would spend a year studying abroad in the Austrian capital. They traveled with Paul Koutny, an idealistic Austrian student who envisioned the program while studying in the United States on a Fulbright Scholarship. Among those wide-eyed, eager students were Clarence and Alberta Giese, young newlyweds from Chicago. The year abroad inspired the Gieses so deeply that upon returning home, they sold everything they owned and helped Mr. Koutny bring another group of students to Vienna—and then another, and another. Today, more than 70 years later, the IES Abroad experience still elicits the same response from students as it did in 1950: that it irrevocably changed their lives.

IES Abroad represents a consortium of more than 235 U.S. colleges and universities. As a not-for-profit 501(c)(3) organization, IES Abroad has an all-volunteer Board of Directors and an extensive academic governance system that includes 5 committees featuring democratic representation from the IES Abroad consortium. Additionally, IES Abroad is overseen by 14+ extra-governmental organizations in specific countries where IES Abroad programs exist. Since its founding in 1950, over 150,000 students have participated in IES Abroad international study abroad programs. IES Abroad operates 140+ programs in more than 85 locations in Europe, Africa, Asia, South America, Australia, the United States, and New Zealand. Over the past decade, IES Abroad broadened its mission and programming by launching a division dedicated to internship programming, as well as serving international students through the Study Abroad Foundation. With 10,000+ students enrolled in IES Abroad programs each year, IES Abroad is among the largest study abroad providers in the United States, and an innovative leader in the study abroad field.

IES Abroad is committed to placing the interests of our students first, to the delivery of superior academic programs and to providing excellent service to our students and educational partners

around the world. These are our highest priorities. IES Abroad believes transparency, best practices, and maintaining the integrity of our business principles are in the best interests of our students, our global academic partners, and our organization. The governance structure of IES Abroad features a system of oversight characterized by consortium member and third party driven checks and balances.

## **Leadership**

**Gregory D. Hess**, Ph.D., is the President and CEO of IES Abroad. Having joined IES Abroad in 2020, Greg is an extremely well-rounded leader, and brings a wealth of expertise and experience across higher education, liberal arts, and business. His passion for education and economics brings an important and distinctive perspective, which greatly benefits IES Abroad.

Prior to joining IES Abroad, Greg was the President of Wabash College. He led national efforts articulating and promoting the value of a liberal arts education, while directing the planning and development efforts that provided a roadmap leading to the College's 200th anniversary in 2032.

His many achievements at Wabash College also included hosting a conference entitled, "Celebrating the Value of the Liberal Arts," with scholars, college presidents, foundation leaders, and representatives of the business, medicine, and law fields attending. He also directed the development of co-curricular "WabashX" initiatives in Democracy and Public Discourse, Digital Arts and Human Values, Global Health, and the Center for Innovation, Business, and Entrepreneurship.

In addition, Greg initiated a rebranding of Wabash College and provided critical leadership during a master planning process that included enhancements in campus life, academics, and infrastructure. As part of Wabash College's "Giant Steps: A Campaign for Wabash College" initiative, Greg Hess secured a \$40 million gift—the largest single gift in the College's history.

Greg has also served as a consultant for Honda Motors of North America and as a member of the Ohio Governor's Council of Economic Advisors. He has served as a Visiting Scholar at the Federal Reserve Banks of San Francisco, St. Louis, Cleveland, and Kansas City, the Bank of Japan, Korea University, the IMF Institute, and the Hoover Institution. He has been a member of the Shadow Open Market Committee since 2002.

Prior to Wabash, he served as Dean of the Faculty and Vice President of Academic Affairs at Claremont McKenna College in California. While at Claremont McKenna, he served as the James G. Boswell Professor of Economics and a George R. Roberts Fellow, a role which gave him responsibility for the college's academic affairs, including the Center for Global Education, the Center for Innovation and Entrepreneurism, athletics, institutional research, student learning outcome assessments, and information technology.

Greg has also held teaching positions at Carnegie Mellon University, the University of Kansas, St. John's College (Cambridge), the University of Cambridge, London Business School, and Oberlin College.

Greg is a widely published author with more than 60 articles, book chapters, and books to his credit, has served as an editor for *Economics and Politics* and *Macroeconomic Dynamics*, and presented at more than 90 scholarly international seminars and events.

Greg earned his undergraduate degree at the University of California, Davis, and master's and doctoral degrees at Johns Hopkins University. He studied abroad at the London School of Economics as part of the school's General Course Degree program.

**Michael Adewumi**, PhD, is the Executive Vice President for Academic Affairs and Provost at IES Abroad. Michael joined IES Abroad in January 2019 leading its 400+ academic programs around the world.

At IES Abroad, Michael works closely with President & CEO Gregory D. Hess, PhD to shape the strategic direction of IES Abroad. He also provides leadership and direction to the organization's academic offerings overseeing the IES Abroad Academic Department, as well as ensuring the organization's dedication to academic excellence through outstanding programming, continual assessment, and program enhancement, which prepares IES Abroad students to thrive in a global society.

Before joining IES Abroad, Michael Adewumi served the Pennsylvania State University in different roles for more than three decades, joining the University as an assistant professor of petroleum and natural gas engineering in 1985, granted tenure in 1991, and promoted to Full Professor in 1995. In his role as Vice Provost for Global Programs, Adewumi provided leadership and oversight for all Penn State's international engagements across the entire University, including international students, study abroad and global partnerships. During his time, he oversaw significant growth in and support for the international student population and study abroad and provided innovative leadership and oversight. Penn State President Eric J. Barron and his wife, Molly, created the Michael Adewumi Global Programs Scholarship to assist Penn State students with financial need to pursue study abroad or other international opportunities.

Michael Adewumi holds master's and PhD degrees in gas engineering from Illinois Institute of Technology in Chicago, and a BSc degree from University of Ibadan, Nigeria. He is a member of multiple professional engineering societies, is deeply involved in a wide variety of international education associations and organizations including AIEA, and has served in leadership roles for NAFSA.

## Our Home

IES Abroad is headquartered in Chicago, Illinois, a city known for its rich history as well as its innovation and growth. Mix that with incredible food, endless entertainment (comedy, music, theater . . . you name it!), and big-city living with a small-town feel, and you'll start to see why we're proud to call Chicago home.

Our IES Abroad office is located in the center of the Loop (Chicago's central business district) near major train and bus stops, and just a short walk away from some of the city's most famous sites: Millennium Park, the Art Institute, the Chicago Theater, and more. While the presence of the AVP will be important in the Chicago office, remote location will be considered.

## Information for Candidates

Please send all nominations, inquiries, and expressions of interest, in confidence and electronically, to:



Susan VanGilder, Managing Director  
Beth McCarthy, Senior Associate  
Storbeck Search  
[IESAbroadAVP@StorbeckSearch.com](mailto:IESAbroadAVP@StorbeckSearch.com)

*IES Abroad is an equal opportunity employer and encourages applications from all qualified candidates. We strive to treat people with respect; fully utilizing employee's abilities and promoting workforce diversity.*

*We are committed to a policy of equal opportunity and do not discriminate on the basis of race, color, religion, sex (including pregnancy), disability, age, national origin, citizenship, gender, gender expression, gender identity, sexual orientation or genetic information or veteran status and/or any other status protected by applicable laws.*