

MAY ARTHUR
617.658.8086
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A business executive with a proven track record of delivering the highest quality products and services to clients, at an award-winning global company. Highly organized, energetic self-starter, with excellent leadership and analytical skills. Creative problem solver with strong project management skills and focus on results. Committed to enhancing the experience of customers and partners by delivering client-focused supportive solutions.

WORK EXPERIENCE

Gateway International Group

2020-Present **Partner**

- **Leadership** – define and influence the mission of the organization, its goals and overall strategy.
- **Business Development** – identify new opportunities and collaborate with partners and affiliates to deliver services and solutions.

International Pathway Program Corporation (IPPC)

2019-Present **Board Member**

- **Governance & Oversight** – oversee the entire organization as an active member of the Board.
- **Strategic Direction** - assess overall direction, establish a clear strategy, and make recommendations about the future direction of corporation.
- **Business Development** - assist in building a viable program offering to grow the organization.

International Education Group / IEG World, Boston, MA

2019-Present **Founder, President**

Founder and President of a higher education consulting services group; leading business and partnership development; designing a technology platform to provide services to international students and partner universities to enhance the learning experience and improve outcomes.

- **Strategic Planning** – developing strategy to support universities with international student recruitment, while designing and implementing academic success programs and onboarding services to improve retention and client satisfaction.
- **Business Processes** – enhancing partner's business processes to improve conversion rates.
- **Customer Satisfaction** – designing, implementing and improving value added, client-focused programs and services including access internship programs.
- **Recruitment** – managing sales and a global recruitment network of overseas educational advisors; promoting study abroad programs and supporting overseas partnership opportunities.

EC Higher Education, Boston, MA

2016-2019 **Executive Vice President, Partnership Development**

Successfully combined my strategic planning skills, critical thinking, analytical and project management skills, with product design and customer focused solutions to build partnerships with universities across the US.

- **Division Strategic Planning** – developed and executed company's 3-year strategic plan; led the development and implementation of new partnerships and programs. Successfully launched new programs with projected revenue exceeding \$50M.
- **Partnership Development/Client-based Solutions** – designed unique partnership models for partners; engaged in need assessments with university leaders; presented solutions to university Presidents and Provosts to address challenges in international student enrollment

and retention; designed student service programs to increase academic success and retention; mapped out processes, improving response time by 50%.

2018–2019

Executive Vice President, Global Recruitment/Sales and Admissions

Utilized years of business development experience and customer services solutions, along with networking and selling skills to manage EC's global recruitment network of educational agencies/partners and sales team. Managed centralized university admissions, for DePaul University, University of Hartford, SUNY Fredonia, and UCSC Extension/Silicon Valley.

- **Sales, Recruitment, and Collaboration** - established annual recruitment goals and budget; delivered set enrollment targets; increased sales by 200% in six months; managed an international team of 12 recruiters and 6 admissions staff, assessing resources and hiring needs based on market trends; developed strategy-enhanced outcome through joint recruitment efforts; developed scholarship program to attract a more diverse student body.
- **Channel Development** - worked closely with educational agencies in various markets, developing market specific offers and agent incentives; exceeded recruitment goals by 200%.

EC English Language Centers, Boston, MA

2011-2015

Executive Vice President, Business Development

Participated in global strategic planning. Delivered on expansion plans in North America, both in major cities through startup and acquisitions and through partnerships with universities; Met annual goals on time and under budget, exceeding revenue expectations while managing both expansion of new business and operations of existing business.

- **Property Development and Project Management** – developed expansion plans, negotiated lease terms, designed premises, managed buildout project delivering turn-key operations; secured state licensing, SEVIS approvals and accreditation.
- **Product, Partnership, and Market Development** - identified new opportunities in higher education; collaborated with global teams to implement strategy; presented partnership models to senior leadership at universities; negotiated partnership contracts.
- **Customer Experience** - participated in utilizing Net Promoter Score (NPS) customer satisfaction system to measure customers experience and predict business growth, creating new services based on feedback, ultimately resulting in measured satisfaction improvements of up to 252% in several business units. Designed student-centric programs to support the recruitment and integration of foreign government-sponsored students.
- **Sales, Recruitment, and Admissions** - collaborated with foreign embassies and ministries to recruit students on government scholarships; managed the admissions team.
- **Operations, Compliance, and Business Processes** - led the development of standard operating procedures (SOPs) across all functions globally; identified process improvement needs, managing implementation and training resulting in 50% faster response time; served as a SEVIS PDSO/DSO.

2009-2010

Chief Operations Officer, North America

- **Strategic Planning** – participated in the development and implementation of a global strategic plan; kept abreast of market trends through participation in industry events.
- **Finance and Operations Management** – managed a territory with revenue exceeding \$15 million annually; accomplished highest financial results globally, beating set goals by 150%; developed annual business plan and managed a multimillion-dollar budget; drove profitability margin up by a 12% over previous year.
- **Customer Experience** - collaborated with national teams to develop cultural programs; oversaw operations, ensuring the highest customer satisfaction.
- **Product, Program, and Partnership Development** - identified new product development opportunities; formed university partnerships, growing the number of partners from 10 to 50; collaborated with foreign embassies to recruit students. Managed housing needs.

- **HR Management and Compliance** - ensured HR and regulatory compliance across many states; aligned employment benefits across the US; served as the SEVIS PDSO.

2007-2009 **Director of Business Development, North America**

- **Business Development and Project Management** - identified key destinations and acquisition target; established new business units on time and on budget, managing multimillion-dollar projects; obtained State licensing, accreditation and SEVIS approvals.
- **Mergers and Acquisitions** - managed growth through the acquisition of two language schools; managed integration of acquisition by collaborating with central functions.
- **Operations** - managed operations outperforming strategic plan's financial goals by 15%; identified student housing needs; negotiated and secured student residence and host family contracts; lead customer satisfaction initiatives.

The Olin Center for International Study, Boston, MA

1994-2007 **CEO and co-founder, English as a Second Language (ESL) and test preparation center**

- **Sales and Global Recruitment** – designed and implemented marketing campaigns.
- **Business Development** – partnered with universities and colleges, and with overseas channel partners; analyzed enrollment trends and improved student retention rates.
- **Program Development** – developed new programs based on market needs, including a university certificate program with internship, as a pathway to a Master's in Management.
- **Customers Experience** – developed services and measured satisfactions, designed better systems that lead to reduction of customer concerns by 43%; designed and delivered social and cultural activities to enhance students' experience; designed Internship program; developed close ties with local companies to facilitate internship placement.

COUNSULTING EXPERIENCE

2005, 2009 **Bunker Hill Community College, Boston, MA**

Corporate Participant

Participated in the development of BHCC's 3-year strategic plan as a corporate advisor and a community guest for academic years 2006-2009 and 2010-2013 along with other corporate and civic community leaders, college leaders, faculty, staff and students.

1993-1995 **CommTech Corporation, East Brunswick, NJ**

Marketing Consultant

Developed sales and marketing strategies for telecommunication products and services offered by CommTech; proposed and implemented an ad campaign; headed a direct marketing campaign; designed and created promotional literature and price lists.

1992 **Digital Equipment Corporation, Marlboro, MA**

Marketing Consultant, Banking/Investment Business unit

Performed international competitive analysis of Digital's trading systems; designed and conducted primary research; presented findings to senior management, which led to the implementation of recommendations in a worldwide business plan.

1992 **Trio's Pasta, Chelsea, MA**

Marketing Consultant / Market Research Project Leader

Conducted primary and secondary market research; managed a team of 4; developed and successfully satisfied a budget and an aggressive schedule; analyzed and interpreted data; identified target market; recommendations were implemented by Trio's.

EDUCATION

Simmons College - Graduate School of Management, Boston, MA

Master of Business Administration

Northeastern University, Boston, MA

Bachelor of Science in Art, magna cum laude - with 3.5 years coursework in Electrical Engineering

BOARD SERVICE

- 2020-present **NAFSA Region XI Leadership Team** - Chair Elect – Region XI Executive Board
- 2019-present **International Pathway Program Corporation (IPPC)** – SUNY PATHWAY
- 2015-2017 **NAFSA Region XI Leadership Team** - Massachusetts State Representative
- English USA Executive Board (AAIEP)**
- 2008-2011 President
- 2006-2008 Webmaster
- 2004-2006 Vice President of Standards
- 2002-2004 Vice President of Outreach
- Natick Extended Day Executive Board** (not-for-profit after school program)
- 2003-2007 Executive Board President
- 2002-2003 Executive Board Vice President
- 2002-2003 **Worldwide Association of Small English Language Schools** - Executive Board Member

PRESENTATIONS

- AIRC Annual Conferences**
- 2018 Do You Need a Pathway Program?
- 2016 Ways to Attract International Students from Markets that are Right for You
- 2015 Plenary Panel - Envisioning the Future: Challenges and Opportunities in International Recruitment
The Three-Way Recruiting Relationship - Institutions, Agencies and Pathway/English Providers
- 2014 Agency & Educators Dialogue
Other: Advised AIRC Executive Director and President on best practices in defining and formulating Board roles.
- NAFSA**
- Regional Conferences**
- 2016 Ways to Recruit International Students for and through Intensive English Programs
- 2015 IEP Hot Topics – Understanding Immigration Regulations
Ensuring Success with Agents
- 2005 Turn Grey into Black & White, or at Least Clear: Immigration Rules and IEPs
Accreditation: Why, How & When
Building Communicative Competence: Integrated Skills and the Next Generation TOEFL Test
- 2004 The Consular Officer - Facilitator or Obstructor in International Education
- 2003 Workshop - Marketing & Recruitment for Admission Offices & International English Programs
Session - The Consular Officer: Facilitator or Obstructor in International Education
- 2002 INS Regulations and IEPs: Grappling with Changes and Implementation (won Regional Highlight)
- 2001 Foreign-Born FSAs: Overcoming Challenges & Seizing Opportunities
- 1999 Creating an Articulation Agreement: How IEPs and Universities Can Work Together
- National Conference**
- 2006 Demystifying Intensive English Program Accreditation: A Hands-On Look at Rationale and Standards
- English USA (AAIEP) Conferences**
- 2011 Conducted a strategic planning workshop for AAIEP (English USA) Board members
- 2009 Crisis Management - Professional Development Workshops
- 2008 Working with Agents - Professional Development Workshops

GAELA meetings
2003-2007 Presented industry report on behalf of English USA (AAIEP) in London, UK

WHDH Channel 7 Boston
2005 Urban Updates – the Impact of 9/11 on the Community

AWARDS

DuPont Printing Systems
1988 & 1990 *Sales Excellence Awards* for generating most new accounts; *Sales Excellence Awards* for generating most new annualized sales, and most invoiced new customers.

PROFESSIONAL DEVELOPMENT

NAFSA Workshops

2008 Keeping Current – Staying Compliant (SEVIS update)
1999 Marketing & Recruitment for Admissions Offices and Intensive English Programs
1999 Foundations of International Education: ESL Program Administration

Training Courses

1992 Professional Selling Skills
1992 Negotiate like the Pros
1988 Professional Selling Skills
Interactive Listening for Sales People

PROFESSIONAL AFFILIATIONS

2011-present Association of International Education Administrators (AIEA)
2009-present American International Recruitment Council (AIRC)
1996-present NAFSA and English USA