Pre-Conference Workshop Faculty

Workshop #2: Global Digital Marketing
Wednesday, December 6th, 9:30 AM-4:00 PM
Pre-registration Required

Andrew H. Chen
CEO, WholeRen Education

Andrew H. Chen is Founder of F1Hire and Co-Founder/CEO of WholeRen Education. As an international student from Beijing, Andrew Chen came to the U.S. for graduate school in Nuclear Engineering at the University of Missouri-Columbia in 1995. In 2010, Mr. Chen founded WholeRen Education, an "on-shore" education service provider for Chinese students and their families. Alongside WholeRen colleagues, Mr. Chen has advised thousands of clients: in areas including long term educational attainment, school placement, university transfer, tutoring, mentoring, employability training, as well as international student school suspension recovery by second chance support.

Mr. Chen hosts the "Andrew Chen on American Education" channel, which reaches a significant percentage of international Chinese student families. Andrew Chen serves as the Chair of NAFSA China Member Interest Group (MIG). He has lived with his wife and 2 children in Pittsburgh, PA since 1998.
Emily Kirsch
Director of International Relations and Partnerships, UCLA Extension

Emily believes in the power of cultural exchange to bridge the divide and forge connections. She brings a deep background in strategic international marketing, recruitment, admissions, and immigration to her role at UCLA Extension. Her 15-year career in international education started with her semester abroad in China, sparking her passion. Emily brings a wide range of highly relevant marketing industry experience to the higher education space.

Dr. Sandhya Balasubramanian
Assistant Dean, WPI Business School

Sandhya is an accomplished leader in the field of strategic education management, known for her exceptional skills in international recruitment initiatives, strategic leadership, and her entrepreneurial mindset. As the Assistant Dean of Business Programs at WPI, she oversees the entire student life cycle, from recruitment to career development, and advises students on academic choices. With a passion for education and a focus on opportunity recognition, she has a track record of developing in-demand academic programs and co-curricular enrichment activities. Her research interests are focused on entrepreneurial universities, student entrepreneurship and small business development.

Ben Waxman
CEO, Intead

Ben Waxman leads Intead, LLC, a higher education marketing consultancy frequently publishing global market research to inform the field. Ben is active in the international education community, often presenting at AIEA and NAFSA on international recruitment and the data that supports strategic enrollment. Ben holds a BA from Wesleyan University and an MBA from Northeastern University. He studied Middle Eastern Politics at Hebrew University in Jerusalem and has continued his learning with executive education courses.
Iliana Joaquin, Senior Digital Campaign Manager, crafts impactful digital marketing strategies. Her work involves developing digital campaigns for educational institutions targeting specific audiences around the world. An integral part of the Intead team, her command of Google Analytics, Excel, and other statistics and data tools translates into meaningful insights and data informed decisions. Her Hispanic roots enrich her unique industry perspective. She has presented at Nafsa Region XI and AIRC conferences.