



## **Jenna Sices**

### **Biography**

Jenna Sices is Director, Client Success – US at Grok Global Services, where she works with universities to strengthen and expand their international recruitment efforts. In this role, she bridges relationships between institutions and their in-country staff, and works with them to design and implement broader strategies for agent engagement, student recruitment, and global market development. With nearly 20 years of experience in international education, she brings expertise in sales, client success, and strategic enrollment growth, and has worked with institutions worldwide.

Before joining Grok, Jenna led the sales team at Gen Next Education as Assistant Vice President of Global Partner Development, where she also launched recruitED, an agent management platform that strengthens engagement between institutions and

their agency partners. Prior, she served as the senior leader of the U.S. Partner Relations team at ApplyBoard, driving market share through the acquisition of 80+ new institutional partners and expanding relationships with more than 300 existing ones. Earlier in her career, she managed international recruitment, admissions, and marketing at the University of California – Irvine Extension, TCS Education System, and Southern New Hampshire University.

An active AIRC member, Jenna served as a Service Provider representative on the 2024–2027 Strategic Plan Task Force, where she advocated for the creation of the new Service Provider Delegate role on the Board. She has twice presented sessions at the AIRC Annual Conference, hosted an AIRC webinar on leveraging technology to maximize agent engagement, and participates actively in year-round AIRC programming and discussions.

Jenna holds a Master of Education in Higher Education from Loyola University Chicago and a B.A. in French and Classical Studies from Tulane University. She has lived in six countries and visited nearly 100. She is proficient in Spanish, conversant in French, and has basic knowledge of Portuguese and Korean.

## Statement

I am honored to be nominated for the role of Service Provider Delegate on the AIRC Board. This new position represents an important milestone for our community, and I am eager to contribute my experience and perspective as part of AIRC's leadership.

Our field is at a critical moment. Around the world, governments are introducing policies that affect international student mobility in real and lasting ways. These include immigration restrictions, more complex visa processes, and shifting political climates. The result has been cycles of uncertainty for institutions, students, and partners. In times like these, AIRC's role becomes even more important. The organization is uniquely positioned to bring together institutions, agents, and service providers to share ideas, build solutions, and strengthen opportunities for students.

My own career has been shaped by this broad perspective. Over nearly two decades, I have worked at universities, an EdTech/agency, and service providers, which has given me a full view of how all of these players contribute to a healthy international education ecosystem. While serving on the AIRC 2024–2027 Strategic Plan Task Force, I advocated for the creation of a Service Provider Delegate role on the Board. I believed then, and still believe, that all membership categories should have a seat at the table. The establishment of this position demonstrates AIRC's commitment to representing the full scope of its community.

If elected, I would bring both collaboration and a global outlook to the Board. At Grok Global Services, I work every day at the intersection of institutions, agents, and service providers across the UK/Europe, Asia, Africa, the Middle East, and the Americas. From this vantage point, I have seen how important it is for AIRC to continue to expand its engagement with a broader array of institutions and agents worldwide. For AIRC to become the premier professional organization for International Enrollment Management, it must fully reflect the global nature of our work.

International education has also been deeply personal for me. Growing up in Chicagoland, where I still live, my high school offered only Spanish classes, which I enjoyed but felt were not enough to satisfy my curiosity about the wider world. I enrolled in evening French classes at a Purdue satellite campus, and that decision set me on a lifelong path of learning languages and cultures. If there is anything to know about me, it is that I am always learning. When the pandemic brought my travel to a halt, I turned my energy to learning new hands-on skills at home. Today I am an avid gardener, potter, metalsmith, knitter, and baker. I bring that same drive and thirst for knowledge into my professional life, and I believe it will be an asset to AIRC.

I believe deeply in AIRC's mission and see service providers as a vital part of advancing it. By serving on the Board, I hope to contribute my experience, creativity, and global network to building a more inclusive AIRC, one that is ready to face today's challenges and tomorrow's opportunities.