



Tom Wilmot Biography

Tom Wilmot is the Recruitment and Admissions Solutions Director at Flywire specialising in Flywire's StudyLink agent management and admissions product. His professional focus is on improving the institution/agent relationship and how getting that right can result in a positive increase in both enrolments and agent satisfaction.

Tom has been working with or in universities for thirteen years, having begun his career at the University of Leicester Students' Union and then working at Endsleigh Student Insurance Services in the UK before moving into international higher education in 2016 with the International Student Admissions Service (ISAS). When ISAS was acquired in 2018, it rebranded as an education agent (Studee) and Tom was asked to head up their University Partnership team with a remit to build up Studee's university agreements. He played a key role in guiding Studee through AIRC certification in 2020, seeing first hand the hard work that the AIRC volunteers put in to make sure that the process is comprehensive and robust.

Tom joined StudyLink in September 2022 and it was acquired by Flywire in November 2023. His main role is to grow the use of StudyLink outside of its core market of Australia.

He has shared his knowledge around the world at conferences such as EAIE, APAIE, NAFSA, ICEF and AIRC. Between 2020 and 2024 he served as an elected Steering Group member of the EAIE Marketing and Recruitment Expert Community and in September 2024 took up a position on the EAIE's Marketing and Admissions Thematic Committee.

Statement

I first attended AIRC in Miami in 2016. It was only my third international education conference but I could see straight away that it had a totally different feel to the other conferences I had been to. The collegial nature of the conference, along with its smaller size, compared to a NAFSA or EAIE conference, made it very easy to feel at home. The environment created by AIRC allowed me, as a younger professional in my twenties at the time, the opportunity to learn from experienced professionals in a much more relaxed environment than those other conferences could possibly allow. I have valued the position of AIRC in the global international education landscape ever since and would love the opportunity to represent the service provider membership as their delegate.

Having been both an agent member and a service provider member I have a broad understanding of the benefits of being an AIRC member and would love the opportunity to help to encourage other members to realise and take advantage of those benefits.

I see this position as being the mouthpiece for service provider members rather than just bringing my own opinions and motivations to the role. In my other volunteer roles I pride myself on not only being approachable, but in proactively engaging with the membership to understand their challenges, what improvements they would like to see to the organisation and how we can help them to maximise their membership.

The delegate role will be particularly challenging in the service provider category as there is such a broad church of companies included within that membership category and I am confident that my experience working for a lead generation provider, working on an enrollment conversion product and working on a SaaS admissions solution mean I recognise the unique aspects of different types of service providers. I would work hard to ensure that I collect and advocate for the views of all service provider members during my term.

I also see it as a positive that, whilst I have nine years of experience working with clients across the US, I am based in the UK and also have a large network in Europe through my volunteer work with the EAIE. I would love to help AIRC to grow its reach as it looks to bring the AIRC mission outside of the US. Finally, I believe my time as a Steering Group member of the EAIEs Marketing & Recruitment Expert Community and my current position on the EAIE Marketing & Admissions Thematic Committee mean I have an understanding of the responsibilities and nuances of volunteering in a leadership position within a membership organisation.

It would be an honour to serve as Service Provider Delegate for AIRC.