Rebecca Henriksen

Vice President of Enrollment and Student Services Management

About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

www.thunderbird.edu

Areas of Expertise:

As the Vice President of Enrollment and Student Services Management, Rebecca Henriksen shapes the student experience from beginning to end - starting with recruitment and continuing through employment. Specifically, she oversees Thunderbird recruiting, admissions, financial aid, International student services, student activities and career management.

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Rebecca began her higher education career in 1987 with the Institute for Professional Development, a subsidiary of the Apollo Group. IPD partners with accredited, not-for-profit colleges and universities, and assists them in the development, implementation and ongoing management of nontraditional academic programs for adult students. During her time at IPD, Rebecca held a variety of roles including Enrollment Counselor, Enrollment Manager, Contract Director, Regional Vice President and Vice President of Marketing and Enrollment. During Rebecca's 23-year tenure with IPD, she gained a strong, practical knowledge of recruitment and enrollment management, strategic planning, and higher education marketing and branding.

As IPD's Vice President of Marketing and Enrollment, Rebecca was a member of the executive management team, and oversaw marketing and recruitment for IPD's numerous partner colleges and universities. She played an integral role in the successful launch of many new campuses and college partnerships and helped IPD achieve consistent growth in both enrollment and revenue.

Rebecca has a BA in Speech Communications from the University of Illinois in

Urbana-Champaign and an MS in Management from Cardinal Stritch University in Milwaukee, Wisconsin.

Rebecca is involved with AFS Intercultural Programs, serving as a host family and liaison for high school exchange students. She has spent considerable time doing volunteer work, serving groups such as Girl Scouts of America and WHEAT's Hand-to-Hand project. Rebecca is married to Mark Henriksen and has two college-age daughters.