



INTERNATIONAL EDUCATION CONSULTANCY

**HELPING
UNIVERSITIES
EXPAND INTO
INTERNATIONAL
MARKETS**



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ABOUT US

As a global international education provider with over 30 years of experience, Bridge knows firsthand what it takes to recruit and retain international students.

We also view international student recruitment as but one component of what can and should be a broader internationalization strategy - one that plays an important role in the long-term strategic plans of the university.

The pace of change in higher education, as in most sectors, has accelerated. It's happening in real time. The challenges, shifts and demands of the higher education marketplace have been well documented.

We take a collaborative, purpose-driven approach to help universities adapt, thrive and seize the new opportunities that this disruption and change create.

The Bridge team has a global reach with direct experience and insight on program demand, design, marketing and pricing in key markets worldwide.



"IN MANY CASES, OUR VISION OF A MISSION ACCOMPLISHED IS THE EVENTUAL TRANSFER OF KNOWLEDGE AND CAPABILITY TO YOU, SO THAT YOU CAN GO IT ALONE."

Jean-Marc Alberola
President
Bridge Education Group



OUR CAPABILITIES

FEATURED CAPABILITIES

BridgeGlobalEd has worldwide reach and direct, measurable experience in the areas of agent management, international marketing, research & market intelligence, and program implementation.



AGENT MANAGEMENT

Bridge has been working with education agencies since the early 90s, when agents were mostly promoting language-training courses. Over the past 2 - 3 decades, we've fostered long-lasting relationships with a worldwide network of thousands of in-country recruitment partners. Although the product in demand has shifted, recruitment success still requires the same level of relationship nurturing through channel partners today as it did 30 years ago.



INTERNATIONAL MARKETING

Bridge specializes in localizing your marketing collateral so that it is culturally relevant, leveraging the expertise of our world languages translation division. We are also experts in digital marketing, employing the latest in marketing automation software to deliver targeted, multi-channel campaigns globally.





RESEARCH AND MARKET INTELLIGENCE

Bridge is an active player in our industry with a global reach. We take great pride in keeping our finger on the pulse of international higher education via our front-line presence. We also deliver comprehensive, professional research on topics relevant to international education.



US HIGHER EDUCATION ROADSHOWS

Bridge hosts unique networking events in countries worldwide with the goal of bringing together higher education, government, and corporate sectors in order to develop mutually beneficial and long-lasting partnerships that promote student mobility.



INTENSIVE ENGLISH PROGRAMS

With over 30 years' experience in language school management, Bridge is the qualified partner to assist with your university's intensive English program needs. Bridge can set up an IEP program on your campus or assist with growing and developing your existing program.



OUR PROMISE

YOU'RE ALWAYS IN THE DRIVER'S SEAT.

Bridge offers a broad framework of services. Whether you're in need of defining a global strategy across your institution or simply require assistance recruiting students from a specific market, we can help. Our à-la-carte model allows you to select only the services and scope of work you need, without long-term contracts.

WE'RE IN THIS TOGETHER, BUT NOT FOREVER.


Bridge considers itself a partner of our clients, working together towards your institution's desired outcomes. We can augment current initiatives, fill in gaps where necessary, and support the university as it continues to lead those efforts in which it currently excels. In many cases, our vision of a mission accomplished is the eventual transfer of knowledge and capability to you, so that you can go it alone.

WE'RE TRANSPARENT COMMUNICATORS.

You'll always know what's going on with Bridge. Via regular communication and updates, you will be continually informed of what progress we have made, what is working, and what isn't. We will make recommended iterations in strategy when necessary— all based on the latest market intelligence. As a privately held company, Bridge is not subject to external pressure from outside investors, letting us focus 100% on results – for you.

WE DELIVER ON THE GOODS.

Key to any strategic plan is execution, and while it is the case that we can assist with assessment, benchmarking and developing a plan of action, we take even greater pride in “walking the talk” and playing an active role in execution of the plan.



MEET THE TEAM



Jean-Marc Alberola

Jean-Marc Alberola is President of Bridge Education Group, a comprehensive provider of language and education services including corporate language training, teacher training, university pathway programs and international student recruitment. Jean-Marc started his language industry career with Telelangue Systems in Washington, D.C., before venturing on to Brazil, Chile and Argentina to launch Linguattec Language Centers. After over a decade in South America, he returned to the U.S. to head up Bridge Education Group.

Lisa Rooney

Originally from Rhode Island, Lisa studied Secondary Education at the University of Rhode Island and received her MA in French from Middlebury College in Vermont. She has been working in the field of international education for over 20 years, and has a wealth of teaching, managerial and leadership experience. In her most recent role at Bridge, as Vice President of Institutional Relations, she works closely with our higher education clients to ensure achievement of their internationalization goals. Lisa's areas of expertise include international student recruitment, agent management, international admissions, and program development and management.



Valeria Alberola

Bridge CFO, Valeria Alberola, has over 20 years of international experience in corporate finance, investment banking, and management consulting. Prior to joining Bridge, Valeria was a Partner of Q Advisors, a Denver and San Francisco based investment bank. Valeria's previous work also includes experience as a management consultant with McKinsey & Company and in the telecommunications sector as Director of Business Development for Velocom, a wireless communications start-up with operations in Latin America.

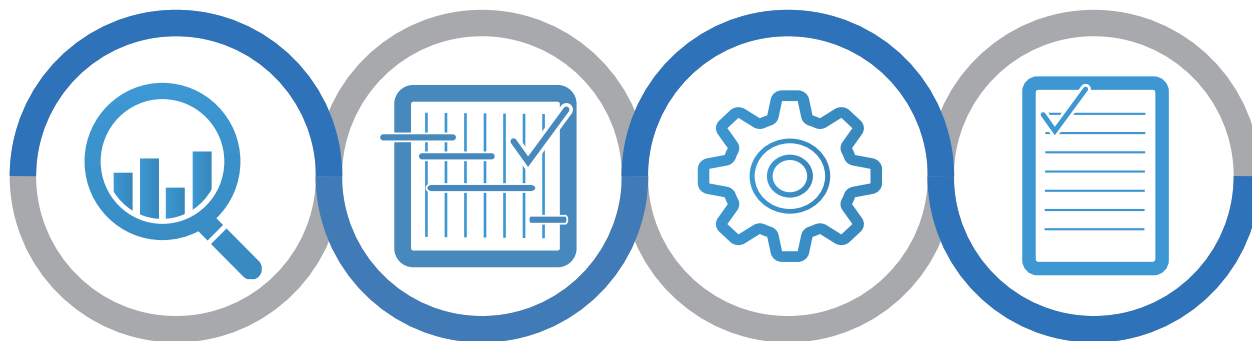
Carlos Pizarro

Carlos is Bridge Regional Director for Latin America and is based in Santiago de Chile. He studied Literature and Spanish Language at the Universidad de Chile and later received his certification in Spanish language teaching. As part of the Bridge team, he has worked in many capacities including instruction, curriculum development, study abroad, faculty and staff management and, most recently, business development. Carlos works closely with our corporate clients in Latin America, and is well versed in program development for the executive education market.



OUR APPROACH

Our approach to consultation and implementation follows four steps, comprising a continual process of analysis, planning, execution, and evaluation.



ANALYSIS

As a first step to meeting desired goals, we conduct thorough data collection and analysis of your institution's current strengths and differentiators in international markets in order to achieve a common understanding of what is working and what is not.

PLANNING

Once a complete analysis has been done, an action plan can be developed in alignment with the university's internationalization goals and vision. Bridge will work together with you to develop a plan that is actionable, feasible, and tailored to your needs.

EXECUTION

We welcome the opportunity to play a key role in the execution of your strategic plan. Our role in the partnership is to provide expertise where needed and to allow our university partners to deliver in areas of core competency, but also learn and grow.

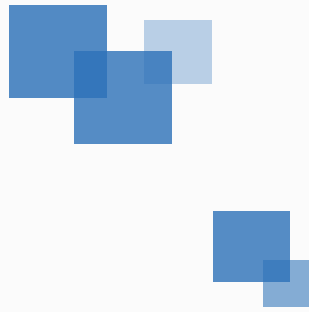
EVALUATION

The evaluation process is ongoing and necessary to ensure our strategies are resulting in desired outcomes. Bridge measures key performance indicators, and based on these metrics, we continuously iterate and adjust our strategy. We remain nimble to quickly react to changes in the constantly evolving international education landscape.

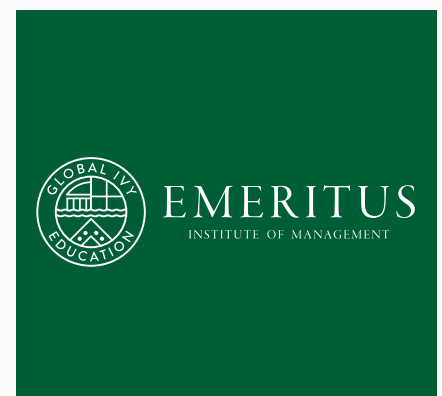
SCOPE OF SERVICES

Universities who partner with Bridge are able to select which marketing, recruitment, admissions and other services to outsource on an à-la-carte basis. These are the services BridgeGlobalEd can deliver.

Marketing	Recruitment	Admissions Support	Programs
Brand Messaging	Agent Network Development	Inquiry Management	Intensive English Programs
Content Creation	Agent Management	Pre-application Counseling	Pathway Programs
Lead Generation	In-country Rep Management	Complete Application Submissions	Short-term Certificate Programs
Digital Marketing	Recruitment Events	Post Admit Funnel Management	Online Programs
Localization of Content	Partnership Development	Pre-departure Orientations	Student Retention Programs



Our Partners and Clients





OUR GLOBAL REACH

The Bridge team has a global reach with direct experience and insight on program demand, design, marketing and pricing in key markets worldwide.



**RUSSIA, CIS &
TURKEY**

REPRESENTATIVE

CHINA & SEA

REPRESENTATIVE

INDIA

REPRESENTATIVE





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