

Alejandra C. Sosa Pieroni, Ed.D.

Education

EdD in Higher Education Management

The University of Georgia, Athens, GA

MBA in Management

Tiffin University, Tiffin, OH

BBA in International Business

Tiffin University, Tiffin, OH

Current and Prior Leadership Positions

2023- 2026	Executive Vice President for Enrollment, Marketing and Student Success, Georgia Southern University
2020- 2023	Vice President and Enrollment Management Consultant, Ruffalo Noel Levitz
2017- 2023	Associate Vice President- Product Management, Ruffalo Noel Levitz
2015- 2016	Vice President of Enrollment, Walsh University
2012- 2015	Director of Undergraduate Admissions- Mercer University
2010- 2012	Associate Director of Admissions, Florida Southern College
2008- 2010	Assistant Director of Admissions, Florida Southern College
2006- 2008	Director of Admissions, Chatfield College- Tiffin University

Accomplishments

- **Led an institution-wide cultural and organizational transformation focused on student success, access, and institutional growth resulting in record outcomes over three years**, including a 16% increase in total enrollment (+4,127 students), the largest first-year and overall incoming class in institutional history, a five-point gain in IPEDS retention, increased degree production, and historic fundraising performance.
- **Led pre-consolidation planning and execution with East Georgia State College**, aligning organizational structures, academic offerings, enrollment and student success models, marketing strategy, and operational infrastructure, resulting in a 7.7% increase in overall enrollment and a strengthened pathway for access and completion.
- **Served as a strategic advisor to presidents, cabinets, and senior leadership teams at more than 100 public and private institutions**, advancing enrollment sustainability, student success, academic program alignment, and financial health through data-informed strategic enrollment management practices.
- **Recognized as the firm's top executive (2021 & 2022)** for advancing portfolio growth and exceeding performance goals by 30% and building long-term institutional partnerships grounded in trust and results.
- **Led recruitment transformation at Mercer University**, delivering record incoming classes for three consecutive years, improving the student academic profile, growing net tuition revenue, reducing discount rates, and achieving a 30% increase in new student enrollment.

Administrative Experience

Georgia Southern University, Statesboro, GA

2023 – 2026

Executive Vice President for Enrollment, Marketing and Student Success

As a key member of the president's senior leadership team, provide executive oversight of the university's enrollment, marketing, institutional research, and student success enterprise—advancing institutional strategy, and a values-driven culture of performance-based excellence. Drive enrollment growth, elevate institutional brand, improve student success outcomes, and strengthen Georgia Southern's statewide impact through data-informed, mission-focused, and strategic leadership.

- Lead a division of 360 professionals overseeing Enrollment Management, Marketing, and Student Success functions serving over 31,500 students across five campuses.
- Provide strategic leadership, fiscal oversight (\$150M+), and cross-divisional collaboration to drive institutional growth, student outcomes, and mission fulfillment.
- Lead all university marketing and communications efforts to strengthen institutional reputation, advance enrollment and fundraising goals, and elevate Georgia Southern's visibility as a research and innovation leader, integrating brand strategy across academics, advancement, and external relations.
- Partner closely with academic leadership to align program offerings, student success strategies, and institutional priorities with the university's mission.
- Direct the development and execution of the institutional Strategic Enrollment Plan to ensure enrollment growth, increased retention, and completion outcomes.
- Support academic innovation and program development aligned with student demand and institutional strengths.
- Develop and implement a comprehensive, coordinated, and differentiated student success model using innovative technologies and data analytics to provide seamless, personalized student support and increase retention, progression, and completion.
- Provide executive oversight for Institutional Research and analytics, ensuring university and system leadership and the board have timely data and insights to guide strategic planning, enrollment management, accreditation, and institutional performance.
- Partner with University System of Georgia leadership, government, and community stakeholders to advance statewide goals for access, affordability, and completion.
- Represent the University with distinction at high-profile events and among external constituencies, including legislators, system leaders, alumni, and donors—strengthening relationships that enhance visibility and institutional investment.

Ruffalo Noel Levitz, Cedar Rapids, IA

2017 – 2023

Vice President and Enrollment Management Consultant

Partnered with presidents, cabinets, and boards to design and implement strategic enrollment and marketing solutions to optimize enrollment and improve student success outcomes. Conducted institutional assessments, delivered executive training on best practices, and led partner growth strategy across the Southeast—overseeing budgets, marketing initiatives, client relationships, and performance analytics.

- Manage a portfolio of over 250 colleges and universities, including four-year and two-year institutions, in the southeast region of the country; responsible for partnership and institutional engagement strategies.
- Conduct university/college assessments of overall enrollment practices (from recruitment to graduation) and provide recommendations to institution leaders and department heads.
- Develop and execute enrollment management and strategic planning workshops for colleges and universities' senior leadership and board members.

- Manage a complex sales process from lead generation to contract negotiation by utilizing a highly consultative approach
- Utilize higher education expertise to cultivate enterprise partnerships with key stakeholders, including prospective and current clients, and business partners.
- Serve as representative at industry events and speaking engagements.

Associate Vice President, Product Management

Oversaw \$20M+ financial aid, student success, and market research solutions portfolio; budget management, operations oversight, and product roadmap planning. Coordinated solutions and services development, including implementation and institutional adoption strategy, pricing, sales, delivery, and forecasting. Trained sales and consulting teams in higher education trends and how to conduct demonstrations and execute solutions' delivery. Served as subject matter expert on enrollment-related topics.

- Transformed financial aid and student success services portfolio by modernizing current services and introducing three new solutions, including a 24/7 reporting dashboard, AI student qualification, and personalized financial aid videos.
- Developed engaging marketing collateral for financial aid solutions; achieved highest unit sales across all product lines for a new solution.
- Conducted robust market trend analysis to inform strategic decision-making.
- Devised profitable product strategy and led project execution.
- Implemented training program for sales and delivery staff; focused on product education and delivery.
- Led financial aid and student success sessions content track for the RNL National Conference.

Walsh University, North Canton, Ohio

2015 – 2016

Vice President of Enrollment Management

Provided strategic leadership for enrollment, admissions, financial aid, and retention, overseeing a team of 45 professionals and managing budgets exceeding \$50 million. Partnered with the Board, President, and Cabinet to shape and execute the University's strategic plan, driving enrollment growth, financial sustainability, and student success. Served as a key institutional ambassador by advancing marketing initiatives, strengthening cross-campus collaboration, and cultivating external partnerships that enhanced visibility and generated new revenue opportunities.

- Worked with Board of Directors members, President, Cabinet members, and across all departments to develop the University's 2020 strategic plan
- Responsible for the creation and implementation of short and long-term enrollment strategic plans to generate growth in enrollment and net tuition revenue.
- Along with the Chief Academic Officer, led and implemented all retention efforts for the institution.
- Managed over \$3 million operating budget and \$50 million financial aid budget.
- Member of the Board of Directors' Finance and Student Life committees.
- Developed marketing strategies and worked alongside the Vice President of Marketing to implement the marketing plan to ensure the University's promotion and visibility.
- Collaborated across university units to build and foster a campus-wide culture of student recruitment.
- Represented the institution and worked with outside constituents to explore additional enrollment revenue-generating opportunities for the University.

Mercer University, Macon, Georgia

2012 – 2015

Director of Undergraduate Admissions

Led recruitment strategy for freshman, transfer, and international undergraduate students; strategic enrollment planning, marketing efforts, revenue growth, budget management, and staff development. Led 17-member admissions team and 90 student staff members; hiring, staff training, performance management, and mentoring.

Partnered with the Director of Financial Aid to create and execute financial packaging leveraging strategy and budget projections. Cultivated strong working relationships with key stakeholders to boost institution-wide and community recruitment efforts.

- Formulated a strategic plan that resulted in three consecutive record enrollment classes in the history of the university- 30% enrollment increase while reducing discount and increasing net tuition revenue.
- Implemented financial aid packaging strategy, which resulted in a decrease in the University's discount rate while increasing net tuition revenue.
- Increased student application rate by 25% by improving search strategy.
- Managed annual operating admissions budget of over \$2 million.
- Developed an engaging marketing plan to maximize brand awareness and promote undergraduate programs.
- Introduced CRM technology, Hobsons-Connect, to ensure high-quality recruitment practices.
- Member of Enrollment Management Unit leadership team responsible for setting strategic enrollment direction for the University.

Florida Southern College, Lakeland, Florida

2008 – 2012

Associate Director of Admissions

Provided strategic leadership for admissions operations, managing a team of 16 professionals while driving innovative recruitment strategies, CRM optimization, and collaborative marketing initiatives. Partnered with financial aid, registrar, faculty, and student support units to streamline onboarding and deliver a seamless student experience. Consistently exceeded enrollment targets for four consecutive years, strengthening the institution's visibility and advancing strategic enrollment goals.

- Led a team of 10 professional staff members and four operations staff members, two Assistant Directors, three Admission Counselors, and two support staff members.
- Developed and maintained a communication plan for undergraduate and transfer prospective students, including the development of online customized webpage content for all prospective undergraduate and transfer students.
- Managed enterprise CRM software technology.
- Member of the enrollment management's senior leadership team, which developed and implemented the strategic plan designed to meet enrollment goals.
- Oversaw financial aid training of admissions staff to help guide families throughout the financial aid process.
- Assisted in the development of marketing plans with the purpose of promoting the college's visibility and general recruitment efforts.
- Evaluated and made admissions decisions (final read) for approximately 1800 applicants.
- Work collaboratively with Financial Aid, Registrar, and Student Solutions departments to ensure seamless student onboarding.

Tiffin University, Tiffin, OH

2005 – 2008

Director of Admissions – Chatfield College

Provided strategic oversight for the recruitment and admissions of traditional, non-traditional, and online students, managing end-to-end operations, staff performance, and budget administration. Directed marketing and outreach initiatives to expand enrollment pipelines and strengthened partnerships with regional agencies and corporations.

- Directed and managed the recruitment process of traditional and nontraditional students.
- Administered annual operating admissions budget.

- Led a 4-member admissions and financial aid staff to ensure goal completion and student satisfaction throughout the admissions process.
- Maintained direct communication with different agencies and corporations in the Cincinnati Area to coordinate the recruitment of new students.
- Assisted in the creation of new policies and procedures for the admissions process.
- Developed marketing campaigns to build brand awareness.
- Led communication plan implementation in CRM technology (Hobson- Connect)
- Directed and managed recruitment process of online students, including but not limited to attending college fairs, setting up information tables during peak recruitment periods, and carrying out phone and e-mail campaigns.

Additional Experience

Executive Director of Admissions & Financial Aid, Stetson University, DeLand, FL
Assistant Director of Admissions, Florida Southern College, Lakeland, FL
Director of Online Degree Completion Admissions, Tiffin University, Tiffin, Ohio
Admissions Representative, Tiffin University, Tiffin, Ohio

Relevant Professional Development

Institute for Educational Management - Harvard University, Cambridge, MA 2025
Leadership Development Institute – Georgia Southern University, Statesboro, GA 2023

Speaking Engagements

Annual Presenter: RNL National Conference; American Association of College Registrars and Admissions Officers National Conference; Carnegie Conference; National Association of College Admissions Counseling.

Keynote Speaker: Alabama Community College System Instructional Officers' Association Annual Meeting; The Rotary Club of Savannah; Georgia Southern University, Southern Women Leadership Institute; Georgia Southern University Leadership Development Institute; GSU WE Lead Program; Metropolitan Savannah Hispanic Chamber of Commerce, Women in Business Conference.

Languages

English – Fully Fluent
Spanish – Native/ Fluent

Community Engagement

Member, **The Rotary Club of Savannah**
 Founder, **Rotaract Club of Savannah**
 Chairwoman, **Metropolitan Savannah Hispanic Chamber of Commerce**
 Member, **Savannah's Regional Industry Support Enterprise**