



NEW YORK UNIVERSITY

Vice President for Global Enrollment Marketing and Strategic Communications

Leadership Profile

Spring 2026



Executive Summary

New York University (NYU), one of the world's most prominent and respected research universities, invites nominations and applications for the position of Vice President for Global Enrollment Marketing and Strategic Communications.

Anchored in New York City and with degree-granting campuses in Abu Dhabi and Shanghai as well as 13 global academic centers worldwide, NYU is a global leader in higher education. It enrolls more international students and sends more students abroad than any other university in the United States.

Since its founding in 1831, NYU has been an innovator in higher education, reaching out to an emerging middle class, embracing an urban identity and professional focus, and pioneering a global vision that now informs its 20 schools and colleges. Today, as one of the largest private universities in the United States, NYU provides a rigorous education to more than 65,000 students and conducts \$1.68 billion in research annually.

NYU consistently recruits undergraduate classes of growing size and academic strength, setting new application and enrollment records year after year—a reflection of the University's global appeal and competitive position. Students come from nearly every U.S. state and 133 countries, contributing varied perspectives that enrich NYU's scholarship, teaching, and community life. The University takes its role seriously as an engine of social mobility, while also advancing a broader mission to educate globally minded graduates, foster resilience and purpose, and prepare students to contribute meaningfully to an increasingly complex and interconnected world.

Reporting to [MJ Knoll-Finn](#), Senior Vice President for Global Enrollment, Student Success, and Strategic Positioning, the Vice President for Global Enrollment Marketing and Strategic Communications will lead NYU's enrollment marketing and strategic communications efforts across the student lifecycle—from prospective student engagement through onboarding and into communications with enrolled students across its global network of three degree-granting portal campuses: New York, Abu Dhabi, and Shanghai. In close partnership with the University's central brand leadership, this role ensures that all strategies align with and advance NYU's institutional brand. The Vice President will oversee audience-focused brand and benchmarking research, translating insights into disciplined, data-informed marketing and communications strategies that strengthen positioning with prospective students, support graduate and undergraduate enrollment goals, and enhance the student experience through effective onboarding and ongoing engagement.

This is a pivotal role designed to bring greater strategic clarity, analytical rigor, and cohesion to how NYU competes in an increasingly complex global higher education landscape. The Vice President will ensure that marketing and communications investments are prioritized, integrated, and measurable—aligning strategy with institutional goals and market opportunities across undergraduate and graduate populations.

As a senior leader within Global Enrollment Management and Student Success, this role will drive a more disciplined, insight-led approach to positioning, enabling NYU to adapt to shifting student demand, regional dynamics, and competitive pressures while strengthening its global reach and impact.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this document.

Role of the Vice President for Global Enrollment Marketing and Strategic Communications

The Vice President for Global Enrollment Marketing and Strategic Communications is a senior leader within Global Enrollment Management and Student Success (GEMSS), serving as a senior strategist for the University's enrollment marketing, institutional positioning, and lifecycle communications, leading strategy development and execution in alignment with the Senior Vice President for Global Enrollment, Student Success, and Institutional Positioning. This role provides strategic leadership for undergraduate enrollment marketing across NYU's global campuses and programs, while offering advisory and analytic support for graduate and professional enrollment. The Vice President leads an integrated, data-driven marketing and communications function that advances enrollment outcomes, strengthens NYU's global reputation, supports student success, and ensures a cohesive experience for students and families from prospect through enrollment and beyond.

Reporting to MJ Knoll-Finn, Senior Vice President for Global Enrollment, Student Success, and Strategic Positioning, this senior leader operates in close partnership with Admissions, Student Success, Development and Alumni Relations, and Central Communications. The Vice President leads a team of roughly 25 FTEs and has three direct reports:

- Assistant Vice President, Undergraduate Marketing, Communications and Events
- Executive Director, Growth Marketing and Innovation
- Senior Director, Strategic Student Communications

In alignment with the goals of GEMSS, the Vice President has the opportunity to catalyze the Division's success in the following areas:

Global Undergraduate Enrollment Marketing and Demand Generation

- Lead and execute undergraduate enrollment marketing strategy across NYU's global network, including New York, Abu Dhabi, Shanghai, and First Year Away programs.
- Direct demand generation, recruitment marketing, and funnel performance with clear accountability for enrollment outcomes and class composition.
- Design and oversee multi-channel campaigns, digital initiatives, and experiential recruitment efforts that drive awareness, inquiry, application, and yield.
- Partner closely with admissions leadership to ensure marketing strategies are aligned with recruitment priorities, market opportunity, and enrollment goals.

Graduate and Professional Enrollment Marketing Strategy

- Provide strategic leadership and advisory oversight for graduate and professional enrollment marketing across schools and programs.
- Guide top-of-funnel development through market research, audience segmentation, and targeted messaging, without direct execution of school-based marketing.
- Conduct ongoing assessment of graduate enrollment pipelines to identify growth opportunities, risks, and areas for strategic investment.
- Inform program positioning and portfolio strategy through market insights, trend analysis, and competitive intelligence.

Market Intelligence, Analytics, and Institutional Positioning

- Oversee market research, analytics, benchmarking, and rankings strategy to inform enrollment marketing investments and institutional growth.
- Establish and steward a robust market intelligence function that integrates internal enrollment data with external market and competitor insights.
- Serve as a key strategist for institutional positioning and rankings, ensuring marketing and communications efforts reinforce NYU's reputation and global standing.
- Guide university-wide decision-making through coordinated use of data, analytics, and evidence-based insights.

Student Lifecycle Communications and Integrated Experience

- Lead the development of coordinated lifecycle communications that connect prospective, admitted, and current student messaging into a cohesive experience.
- Oversee prospective student, admitted student, onboarding, and early student communications in partnership with Admissions and Student Success.
- Advance strategies that integrate communications, technology, and processes to deliver a seamless, supportive, and engaging student journey.
 - Lead onboarding message coordination and communication for new students, ensuring a smooth handoff for information sharing before students begin their studies at the University.
 - Target messages to current students for support and next step on their journey – from just-in-time support to +grad opportunities.
- Contribute to University-wide initiatives focused on integrated student experience, student flourishing, and lifecycle alignment.

Brand, Storytelling, and Strategic Communications

- Lead enrollment-focused brand strategy and institutional storytelling in alignment with central University brand leadership and global messaging to strengthen NYU's visibility, reputation, and distinctiveness.
- Elevate NYU's narrative by integrating data, authentic student experiences, and institutional values across enrollment communications.
- Ensure consistent, compelling articulation of NYU's value proposition to students, families, and global audiences.

Leadership, Collaboration, and Organizational Stewardship

- Build, lead, and develop a high-performing global enrollment marketing and communications organization.
- Foster a culture of innovation, accountability, collaboration, and continuous improvement.
- Manage significant budgets and steward resources to maximize strategic impact and return on investment.
- Partner closely with GEMSS leadership, academic schools, UDAR, University Relations and Public Affairs, and other university stakeholders to ensure alignment and shared outcomes.
- Serve as a senior advisor and collaborator to university leadership on enrollment strategy, market dynamics, and institutional positioning.

Opportunities and Expectations for Leadership

The next Vice President for Global Enrollment Marketing and Strategic Communications will step into a moment of profound opportunity for NYU. This leader will help shape the University's global story, strengthen its market position, and guide a highly talented team in elevating NYU's enrollment and student success mission.

Key opportunities include:

Elevate NYU's Global Story and Competitive Position

- Advance the University's ability to articulate who NYU is—and what differentiates it—in a crowded and increasingly global higher education market.
- Distinguish NYU from peer institutions with international campuses, ensuring clarity and strength in global positioning.
- Serve as an anchor for brand consistency across all NYU campuses and units.

Advance an Aligned, Insight-Led Approach to Institutional Positioning

- Lead a comprehensive, data-informed brand and perception study—building on prior research—to generate insights that inform both institutional brand evolution and enrollment marketing strategy across NYU's global network.
- Collaborate closely with university leadership to ensure alignment between institutional positioning and its application within Global Enrollment Management and Student Success (GEMSS).
- Translate research and market intelligence into strategic guidance for how NYU's value proposition is expressed across the student lifecycle—supporting enrollment goals while reinforcing a cohesive, university-wide brand.
- Ensure that NYU's brand promise is both translated to prospective students and families as aspirational and deliverable—accurately reflecting the University's values, global presence, and current realities.
- Clarify NYU's value proposition in an environment characterized by questions about the ROI of higher education and heightened competition.

Navigate a Complex and Rapidly Changing Higher Education Landscape

- Provide agile leadership amid global headwinds, demographic shifts, and evolving student expectations.
- Translate messages into communications that meet audiences where they are while still advancing institutional goals.
- Help GEMSS anticipate and respond to enrollment pressures—including international declines—proactively rather than reactively.

Further Build and Optimize a High-Performing, Mission-Driven Team

- Assess roles and responsibilities, aligning to match individual strengths, optimizing the team's full potential.
- Provide strong coaching, mentorship, and developmental pathways to accelerate staff growth and build long-term capacity.
- Cultivate performance in key areas—especially graduate markets—where strategic focus is essential to future revenue growth.

- Advance a culture where the work itself is motivating, joyful, and purpose-driven, fostering resilience through constant pivots and evolving directives.

Harness and Elevate NYU's Entrepreneurial and Creative Culture

- Lead in an institution known for being open to new thinking, valuing experimentation, and encouraging innovation.
- Tap into the deep creativity of the existing leadership team who manages a wide spectrum of initiatives and optimizes conditions for their talent to thrive.
- Bring vision, curiosity, and originality that inspire teams and empower them to do their best work.

Strategically Support NYU's Revenue Ambitions

- Leverage NYU's global identity—one of the institution's most powerful differentiators—as a key driver of enrollment and revenue strategy.
- Apply a global mindset and an expert understanding of NYU's international campuses, brands, and markets to strengthen the University's long-term financial trajectory.
- Help determine how NYU should position itself in an increasingly competitive global graduate marketplace, which represents nearly half of the University's revenue.

Provide Entrepreneurial Leadership in Operational Design and Strategy

- Use research insights to shape innovative marketing and communications strategies that move Enrollment Management and Student Success forward.
- Design and execute operational buildouts with creativity and entrepreneurial thinking, ensuring structures, processes, and systems support the Division's strategic ambitions.
- Introduce new approaches and solutions that drive efficiency, enhance impact, and strengthen NYU's competitiveness.

Deepen Integration Across the Student Lifecycle

- Expand marketing and communications beyond entry-point recruitment to encompass the full student experience—supporting retention, persistence, and student success.
- Strengthen collaboration between marketing and communications teams to ensure coherence from first engagement through graduation.
- Guide funnel analysis and program differentiation work, especially in graduate markets, to clarify where programs overlap and where unique value exists.

Partner with Senior Leadership as a Strategic Advisor

- Work confidently with senior leaders who bring strong perspectives, offering data-driven counsel and constructive challenge when necessary.
- Demonstrate sound judgment in determining the right institutional levers—marketing, communications, academic, or operational—to achieve desired outcomes.
- Serve as a trusted partner to University marketing and communication partners to advance a unified, University-wide narrative rather than operating in a silo.

Model Purpose, Integrity, and a Deep Commitment to Community

- Lead with humility, joy, and a belief in the work—finding intrinsic motivation in helping NYU contribute meaningfully to educating the next generation of world citizens, strengthening its community, and delivering on its promises to students.
- Maintain resilience and perspective in a fast-paced, high-expectation environment, staying grounded in purpose rather than external validation.
- Foster alignment, partnership, and shared purpose and achievement across an institution as large and complex as NYU.



Professional Qualifications and Personal Qualities

New York University seeks a visionary and strategic senior leader to serve as its Vice President for Global Enrollment Marketing and Strategic Communications. The ideal candidate will bring a blend of strategic imagination, analytical discipline, and collaborative leadership to guide a sophisticated, globally oriented enrollment marketing enterprise. They will understand the breadth and complexity of NYU's global footprint and possess the judgment and insight needed to position the University strongly for the future.

The ideal candidate will possess most, if not all, of the following qualifications and qualities:

Strategic Vision and Institutional Positioning

- Ability to craft and execute a comprehensive marketing and communications strategy that elevates the priorities of NYU's Global Enrollment Management and Student Success Division.
- Deep understanding of NYU's global, multi-campus ecosystem, and the capacity to tailor approaches to different regions, audiences, and student segments (undergraduate, graduate, professional, pre-college, and current students).
- Forward-looking mindset with the confidence to innovate, challenge assumptions, and imagine new ways to reach and engage key audiences.
- Skill in balancing immediate needs with long-term strategy, synthesizing input from many stakeholders to build and generate support for clear, actionable plans.

Expertise in Enrollment Marketing and Communications

- Significant senior experience guiding integrated marketing and communications strategies in complex organizations—ideally within higher education.
- Strong storytelling ability and fluency across communication channels, including digital, social, print, CRM, and web platforms.
- Sophisticated understanding of traditional and emerging media and the ability to strengthen brand presence while navigating public scrutiny or crisis situations with clarity and professionalism.
- Capacity to elevate NYU's visibility and reputation through coordinated, impactful messaging.

Data-Informed Insight and Analytical Strength

- Proven ability to translate research, market intelligence, and performance metrics into strategy, priorities, and measurable outcomes.
- Experience building transparent, results-oriented plans and budgets that link investments directly to impact.
- Skill evaluating the effectiveness of existing marketing and communications programs and identifying opportunities to modernize, enhance, or innovate.
- Comfort operating across different budget scenarios, making informed decisions that support growth and institutional goals.
- Skill in storytelling, with credibility in both brand leadership and analytical decision making.

Collaborative Leadership and Institutional Partnership

- Collaborative orientation and the ability to influence across a matrixed environment without relying on positional authority.
- Experience serving many internal clients and external constituents with overlapping responsibilities, working toward shared goals across academic and administrative units.
- Strong relationship-building skills, the ability to convene disparate voices, and the interpersonal acumen to unify stakeholders around a common vision.
- Commitment to inclusiveness, cultural sensitivity, integrity, and partnership across the University community.

Operational Excellence and Management Strength

- Demonstrated ability to lead, inspire, and develop high-performing teams while promoting autonomy, creativity, accountability, and continuous improvement.
- Skill in managing change, fostering organizational evolution, and building systems and structures designed for long-term success.
- Experience with multimillion-dollar budgets, ensuring optimal use of resources, and balancing day-to-day activities with high-level strategic goals.
- Ability to excel in a fast-paced, deadline-driven environment while juggling multiple, sometimes competing priorities.

Communication Mastery and Executive Presence

- Exceptional written and oral communication skills that convey sophistication, authenticity, nuance, and clarity.
- Ability to engage confidently with senior leadership—including the president, provost, deans, faculty, and trustees—and to build trust through thoughtful judgment and informed counsel.
- Skill in articulating a shared vision, advancing decision-making, and communicating effectively about issues large and small across the institution.
- Professional presence that represents NYU with grace, equanimity, and credibility.

Additional Qualifications and Personal Qualities

- Entrepreneurial thinking and the ability to identify emerging markets, enrollment opportunities, and evolving student interests.
- Insight into the dynamic landscape of enrollment and student success, including the interplay between institutional goals, student experience, and revenue considerations.
- Strong personal integrity, a robust work ethic, a sense of humor, and a perspective that brings steadiness and positivity to their work.
- A commitment to personal and professional development and to building high-performing teams.

Credentials:

- A bachelor's degree is required; an advanced degree is preferred.
 - Substantial experience in marketing, communications, or a related field.
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About New York University

Overview

Founded in 1831 as a university “in and of the city,” NYU was placed in the heart of one of the most internationally vibrant and multicultural cities in the world. Today, NYU is a research university with 21 schools, colleges, and institutes, and more than 65,000 students. Its trajectory and emergence in the past decade as one of the leading research universities in the world is unprecedented.

NYU has demonstrated a commitment to institutional excellence across every dimension: program reputation, global reach, faculty eminence, research portfolio breadth and depth, and the strength of its academic departments. As a global institution, NYU has degree-granting campuses in New York City, Abu Dhabi, and Shanghai, alongside 13 global academic centers of undergraduate study on six continents—Accra, Berlin, Buenos Aires, Florence, London, Madrid, Paris, Prague, Sydney, Tel Aviv, Los Angeles, Washington DC, and a new academic center in Tulsa. Over 40% of NYU students study away at some point in their academic career.

NYU (not including Langone Health) has an annual budget of \$4.0 billion and an endowment of \$6.65 billion. NYU is characterized by its commitment to academic excellence, entrepreneurial spirit, and creative innovation. Its schools and colleges encompass the arts and sciences, law, medicine, business, dentistry, education, nursing, performing and fine arts, public administration, engineering, social work, and continuing and professional studies. Its renowned faculty includes recipients of Nobel, Pulitzer, and Abel Prizes; Academy, Grammy, and Tony Awards; National Medals for Science and the Arts; and the MacArthur Fellowship, among many others.

Mission

Great cities are engines of creativity, and New York University takes its name and spirit from one of the busiest and dynamic cities of all. The University lives within New York and other great cities—from Abu Dhabi to Shanghai, Paris to Prague, Sydney to Buenos Aires—all magnets for talented, ambitious people.

Thriving beyond borders and across academic disciplines, NYU has emerged as one of the most networked and extensive worldwide platforms for learning, teaching, research, building knowledge, and inventing new ways to meet humanity’s challenges. Its students, faculty, and alumni feed off the stimulating power of swirling intellectual and cultural experiences as they master academic disciplines, express themselves in the arts, and excel in demanding professions.

New York University’s mission is to be a top-quality international center of scholarship, teaching, and research. This involves retaining and attracting outstanding faculty who are leaders in their fields, encouraging them to create programs that draw outstanding students, and providing an intellectually rich environment. NYU seeks to take academic and cultural advantage of its location and to embrace a wide range of perspectives, including international perspectives, in the educational experience.

NYU Abu Dhabi

NYU Abu Dhabi (NYUAD) is one of NYU’s three degree-granting campuses. With over 500 courses across 25 majors, NYUAD students from over 120 countries work together in small classes—averaging about 14 students—that are conducive to deep intellectual engagement and personal growth.

Located on the southern coast of the Arabian Gulf, Abu Dhabi is a vibrant center of culture and commerce in the Middle East, but more than that, Abu Dhabi is a lively city, full of soul, and home to a unique population hailing from everywhere from the Arab world to the South Asian subcontinent, the Philippines, Africa, Europe, and beyond.

NYUAD provides students with access to courses ranging from engineering and the social sciences to the sciences, arts, and humanities, but the magic lies in what life beyond the classroom looks like. On campus, an average day can take students from a cutting-edge research laboratory or engineering design studio to an experimental black box theater or woodworking shop. In the city, days can be spent at historic parts of the city like Hamdan Street, taking a stroll across fish markets and vegetable souqs, exploring the city's emerging art scene—from grassroots art galleries to the Louvre Abu Dhabi—or drinking karak chai in a small, corner shop. In Abu Dhabi, nights are spent camping under the stars in the desert, and afternoons are spent kayaking in the Mangrove National Forest.

If students study abroad at NYU Abu Dhabi, they will experience being a part of a tight-knit, on-campus community. With over 70 student clubs, outstanding gym and athletic facilities, welcoming spaces to connect with fellow students and professors, as well as countless internships, research, and volunteering opportunities to choose from, students will create ties that will go beyond their time in Abu Dhabi.

NYU Shanghai

NYU Shanghai is China's first Sino-US research university and the third degree-granting campus of the NYU Global Network. It was founded in 2012 by New York University and East China Normal University with the support of the city of Shanghai and the district of Pudong.

NYU Shanghai seeks to cultivate globally-minded graduates through innovative teaching, world-class research, and a commitment to public service.

The student body currently consists of nearly 2,000 undergraduate and graduate students, half of whom are from China. Students from the United States and some 70 other countries represent the other half. The faculty of renowned scholars, innovators, and educators are recruited from the world's best research universities.

NYU Shanghai expects undergraduate students to spend the first two years on core courses and to select an academic specialization for deeper study and research in their third and fourth years. Students may pursue 19 different majors in the arts and sciences, business and finance, engineering, and data and computer science.

Over the course of their undergraduate studies, NYU Shanghai students are encouraged to spend up to two semesters studying in New York, Abu Dhabi, or at one of NYU's twelve study away centers in cities around the world. This is an integral part of the University's mission to foster truly global citizens.

Upon graduation, students will have earned two diplomas: An NYU degree (the same degree granted at the New York and Abu Dhabi campuses) and a Chinese-accredited NYU Shanghai diploma.

Global Enrollment Management and Student Success

The Division of Global Enrollment Management and Student Success (GEMSS), led by the Senior Vice President for Global Enrollment, Student Success, and Institutional Positioning, drives NYU's strategy and execution across the full student lifecycle—from initial engagement and recruitment through enrollment, student experience, and graduation. The Division integrates enrollment, financial aid, marketing and communications, student success, research, analytics, and core student systems to advance institutional priorities and student outcomes.

Guided by NYU's mission and strategic goals, GEMSS is responsible for shaping a high-achieving, globally representative student body while ensuring students persist and graduate successfully. Its work is grounded in a coordinated, data-informed model that connects recruitment, enrollment, and student success—aligning institutional positioning, access, and financial sustainability.

GEMSS is led by a cohesive senior leadership team composed of three Vice Presidents who operate in close partnership across the student lifecycle:

- Global Enrollment Marketing & Strategic Communications (demand generation, institutional positioning, and lifecycle communications)
- Global Recruitment, Admissions & Financial Aid (class formation and access strategy)
- Student Success, Research & Experience (retention, progression, and outcomes)

Together, these leaders—under the direction of the Senior Vice President—ensure that strategy and execution are aligned across the lifecycle, with shared accountability for institutional results.

Within this structure, the Vice President for Global Enrollment Marketing & Strategic Communications plays a critical role in connecting how NYU engages prospective students with how it communicates and supports students throughout their experience. This work spans early awareness and recruitment through ongoing student communication, ensuring a consistent, coordinated approach to messaging, storytelling, and engagement across global audiences.

NYU's scale and trajectory underscore the significance of this role. For the Class of 2029, the University received more than 120,000 applications, and for 2030, nearly 125,000 applications across its three campuses, competing for approximately 5,800 seats in New York and 550 each in Abu Dhabi and Shanghai. Since 2015, the New York campus has experienced substantial growth and strengthening of its undergraduate profile, including increased selectivity, rising academic profile of admitted students, improved yield, and significant gains in retention and graduation rates, alongside expanded commitments to financial accessibility and reduced student debt.

While the Division is headquartered in New York City, its work is carried out across NYU's global network, supporting schools and campuses worldwide.

For additional information visit:

[NYU Facts](#)

[Enrollment and Graduation Statistics](#)

[Institutional Research & Data Integrity](#)



Leadership

Linda G. Mills, President



Linda G. Mills became the 17th president of New York University on July 1, 2023.

President Mills is also the Lisa Ellen Goldberg Professor of Social Work, Public Policy, and Law and founder of the NYU Center on Violence and Recovery. Mills is a fellow of the American Academy of Social Work and Social Welfare, the country's leading honorific society of scholars dedicated to excellence in the field.

Mills' scholarship is influenced by her family's experience during the Holocaust, including her Jewish mother's escape from Vienna in 1939 and her great-grandmother's murder by the Nazis in Maly Trostenets. This history has driven her to explore questions related to justice, resiliency, and recovery. Mills' principal areas of scholarly focus are trauma, bias, and domestic violence; her groundbreaking research funded by the National Science Foundation and the National Institute of Justice has reshaped the field of treatment in domestic violence and her restorative justice-based programs are currently being adopted in several jurisdictions across the U.S. She is a widely published author of articles appearing in Harvard Law Review, Cornell Law Review, Journal of Experimental Criminology, and Nature: Human Behavior, among others. Her books have been published by Princeton University Press, University of Michigan Press, Springer, and Basic Books. As a filmmaker, she has produced award-winning documentaries that have debuted at the Tribeca Film Festival and the Los Angeles Jewish Film Festival and have been shown in Abu Dhabi, Austria, and Tunisia, among other countries. Of Many: Then and Now appeared on ABC to 8.1 million viewers.

Mills first came to NYU as an Associate Professor of Social Work in 1999 and in 2001 was promoted to full Professor. In 2002, she was named Vice Provost (and in 2006 Senior Vice Provost) for Undergraduate Education and University Life. She became NYU's Vice Chancellor and Senior Vice Provost for Global Programs and University Life in 2012. Prior to coming to NYU, from 1994 to 1998, she was a Lecturer in the School of Law and an Assistant Professor in the UCLA School of Public Policy and Social Research, where she received early tenure.

Mills received her PhD in Health Policy in 1994 from Brandeis University, where she was a Pew Scholar; her MSW from San Francisco State University in 1986; her JD from the University of California College of the Law, San Francisco in 1983; and her BA in history and social thought from the University of California, Irvine in 1979. She was admitted to the California Bar in 1983 and first became a Licensed Clinical Social Worker in 1990.

MJ Knoll-Finn, Senior Vice President for Global Enrollment, Student Success, and Strategic Positioning



Dr. MJ Knoll-Finn leads institution-wide strategies that have delivered measurable, high-impact outcomes across enrollment, access, and student success. Under her leadership, NYU has eliminated average unmet financial need for aid recipients, launched the \$270 million NYU Promise, and seen application volume triple over two decades while increasing academic quality.

Her data-informed approach has contributed to record-high first-year retention (approaching 97%) and a six-year graduation rate of 88%, both of which continue to rise. She has led the design of global entry pathways, expanded first-year programs, and championed initiatives such as the Student Success Leadership Collaborative and the Student Journey Mapping project, ensuring student experience remains central to institutional strategy.

Knoll-Finn's leadership has helped elevate NYU's national and global reputation—contributing to its designation as a “Top 10 Dream School” and solidifying its status as a leading research university.

A proud NYU alumna with a doctorate from the University, she is also the parent of two NYU students. She joined NYU in 2014 and was appointed by President Linda G. Mills to serve as a senior member of the University's leadership team.



New York, New York

NYU's campus in New York is literally without walls, drawing its spirit from a global city with an entrepreneurial bent, people from all walks of life, and resources that include some of the world's most famous cultural institutions and most valued professional opportunities. NYU is primarily located in Manhattan's Greenwich Village and downtown Brooklyn, where there's no doubt that the neighborhoods feel like a community. Many of NYU's academic and administrative buildings and freshman residence halls border Washington Square Park. The sidewalks are full of students on their way to class, and members of the NYU community fill the restaurants, shops, and other businesses. Both on campus and off, the people of NYU are directly involved in the day-to-day excitement, culture, and opportunities of the city, which serves as a very real extension of NYU's campus and classrooms.

New York is composed of five boroughs—Brooklyn, the Bronx, Manhattan, Queens, and Staten Island—and is home to 8.4 million people who speak more than 200 languages, hail from every corner of the globe, and, together, are the heart and soul of the most dynamic city in the world.

New York City is a global leader in industries ranging from technology to transportation to financial services to fashion to health care to education. More than 52 million people visit NYC each year to experience the city's unparalleled cultural institutions, visit the city's world-renowned parks, and dine at more than 24,000 restaurants.



Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting New York University in this search. Review of applications has begun and will continue until an appointment has been made.

Please direct all nominations and applications to Robin Mamlet, Sandra Chu, and Jenna Brumleve through the WittKieffer Candidate Portal by clicking [here](#).

You may also reach the consulting team at:

NYU-GEMSC@wittkieffer.com

In compliance with NYC's Pay Transparency Act, the annual base salary range for this position is USD \$415,000.00 to USD \$485,000.00. New York University considers factors such as (but not limited to) scope and responsibilities of the position, candidate's work experience, education/training, key skills, internal peer equity, as well as, market and organizational considerations when extending an offer. This pay range represents base pay only and excludes any additional items such as incentives, bonuses, clinical compensation, or other items.

NYU aims to be among the greenest urban campuses in the country and carbon neutral by 2040. Learn more at nyu.edu/nyugreen.

NYU is an Equal Opportunity Employer and is committed to a policy of equal treatment and opportunity in every aspect of its recruitment and hiring process without regard to age, alienage, caregiver status, childbirth, citizenship status, color, creed, disability, domestic violence victim status, ethnicity, familial status, gender and/or gender identity or expression, marital status, military status, national origin, parental status, partnership status, predisposing genetic characteristics, pregnancy, race, religion, reproductive health decision making, sex, sexual orientation, unemployment status, veteran status, or any other legally protected basis. All interested persons are encouraged to apply at all levels.