



## **Assistant Dean of Recruiting and Admissions**

### Leadership Profile

October 2025



***WittKieffer***

## Executive Summary

Rice University's Jesse H. Jones Graduate School of Business (Rice Business) seeks a transformational leader to serve as Assistant Dean of Recruiting and Admissions. This pivotal role will shape and execute a strategic enrollment vision across all MBA formats—Full-Time, Professional, Executive, and Hybrid—while supporting the school's continued growth and reputation. The Assistant Dean will lead a dedicated recruitment and admissions team through a period of transition, driving strategic enrollment growth, rebuilding team structure, and implementing innovative approaches to attract and enroll high-quality candidates. With Rice Business's rising national reputation, elite academic brand, and state-of-the-art new facilities, this is a rare opportunity to shape the future of a business school gaining momentum and recognition in a competitive global landscape.

The ideal candidate will bring deep expertise in graduate business admissions and a proven ability to lead through change. As a strategic thinker and insightful leader, they will unify and motivate a team, implement data-driven processes, and foster cross-functional collaboration across marketing, student experience, faculty, and advancement. The role demands a leader who can effectively align stakeholders across all levels, foster collaboration within and beyond the recruitment and admissions team, and serve as a visible ambassador for Rice Business—building strategic relationships with alumni, corporate partners, and prospective students to strengthen the applicant pipeline.

Located in the heart of Houston, Texas—one of the most diverse, affordable, and opportunity-rich cities in the U.S.—Rice University offers a vibrant backdrop for academic and professional growth. The university is consistently ranked among the nation's top institutions, known for its rigorous academics, close-knit community, and commitment to excellence. Rice Business benefits from Houston's dynamic economy, global corporate presence, and cultural richness, making it an ideal environment for attracting top talent and fostering meaningful connections across industries and communities.

Key priorities include meeting strategic enrollment goals amid market headwinds, optimizing scholarship strategy, and refining program differentiation to align students with the right academic paths. The Assistant Dean must be adept at leveraging CRM systems, setting KPIs, and using reporting tools to inform decisions and track performance. With Houston's diversity, affordability, and professional opportunities as a backdrop, Rice Business offers a compelling platform for a visionary leader to shape the future of recruiting and admissions and elevate the school's national and global standing.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy on page 14.

## Role of the Assistant Dean of Recruiting and Admissions

Rice Business, a premier institution known for its outstanding education and commitment to producing principled and innovative thought leaders, seeks a visionary and strategic leader to serve as Assistant Dean of Recruiting and Admissions (Assistant Dean).

Reporting to the Associate Dean of Degree Programs, this role provides strategic direction for a team of nine with three direct reports.

In this pivotal role, the Assistant Dean will have the unique opportunity to shape and elevate Rice Business's recruitment strategy—attracting a diverse and high-caliber student body while strengthening the school's position in a competitive graduate business market. With the full support of the Associate Dean and the Dean's leadership team, the next Assistant Dean will play a crucial role in achieving enrollment goals of five MBA programs along with the deferred enrollment plan for future MBA students:

- [Full-Time MBA](#)
- [Professional MBA](#)
- [Hybrid MBA](#)
- [Executive MBA](#)
- [MBA@Rice: Online MBA](#)
- [Deferred Enrollment Plan](#)





## Goals for the Assistant Dean of Recruiting and Admissions

### Lead a Strategic Transformation in Enrollment Management

The Assistant Dean will have the opportunity to shape and execute a bold, forward-looking enrollment strategy that aligns with Rice Business's institutional priorities. With full ownership of the recruitment funnel across all MBA programs, the new leader will be expected to bring a data-informed, KPI-driven approach to enrollment growth. This includes refining the sales funnel, enhancing CRM utilization, and leveraging analytics to drive decision-making. The Assistant Dean will need to be a visionary who can anticipate market shifts—such as declining MBA interest and international student challenges—and respond with agility and innovation.

### Strengthen and Inspire a Dedicated Recruitment & Admissions Team

The Assistant Dean will lead efforts to rebuild through filling open positions a unified, dedicated admissions and recruiting team by clarifying roles, fostering accountability, and promoting collaboration. The ideal candidate will be a hands-on, responsive leader who cultivates a positive work environment, invests in professional development and growth, and inspires a shared sense of purpose. Success in this position requires a leader who listens actively, supports team growth, and empowers individuals to excel.

### Drive Innovation in Recruitment and Outreach

Rice Business seeks a visionary leader to amplify its visibility and sharpen its competitive edge in the dynamic graduate business education landscape. The Assistant Dean will be charged with bringing inventive, forward-thinking strategies to student recruitment—particularly by activating alumni networks, expanding engagement with prospective students across the U.S., and deepening corporate partnerships to enrich the enrollment pipeline. This is an opportunity to distinguish Rice's programs through compelling storytelling, strategic deployment of digital platforms, and targeted outreach that authentically reflects the school's values and strengths.

### Strengthen Cross-Functional Collaboration and Institutional Alignment

The Assistant Dean will serve as a critical bridge between the recruiting and admissions team and other key stakeholders, including marketing, faculty, student services, and advancement. Success in this role will require political savvy, emotional intelligence, and the ability to manage up, down, and across the organization. The new leader will help break down silos, align messaging and goals, and ensure a seamless experience for prospective students from first contact through enrollment.

### Champion the Rice Business Brand and Culture Through Operational Excellence

This role presents a pivotal opportunity to shape and elevate the distinct brand and culture of Rice Business within the recruiting and admissions function. The Assistant Dean will implement structured, student-centered processes, foster clear and consistent communication, and introduce performance practices that reflect the school's values. By modeling best practices and driving continuous improvement, the leader will enhance systems, workflows, and outcomes—ensuring that every touchpoint in the admissions lifecycle reinforces the unique identity and strengths of Rice Business.

## Opportunities and Expectations for Leadership

The changing landscape of business education presents challenges and opportunities for business schools. The next Assistant Dean of Recruiting and Admissions (Assistant Dean) will work with many constituencies to chart the way toward the continued success of Rice Business. The new Assistant Dean will have to advance the following key areas:

### Key Responsibilities

- **Team Leadership:** Lead and coach the recruitment and admissions team to build a dedicated, goal-oriented culture through training, observation, and feedback across the recruitment lifecycle.
- **Strategic Enrollment:** Develop and execute strategic enrollment plans aligned with institutional priorities, driving continuous improvement in systems, processes, and outcomes.
- **Decision-Making:** Oversee admissions decisions and scholarship allocation, chairing committees, and shaping class composition through merit-based funding strategies.
- **Outreach and Engagement:** Design and implement recruitment and outreach strategies targeting diverse markets, including partnerships and events to enhance visibility and applicant pipelines.
- **Recruitment and Performance Management:** Manage the enrollment sales funnel and KPIs, applying data-driven strategies to move prospects from inquiry to enrollment and ensure accountability.
- **Communication & Training:** Create and deliver compelling messaging and presentations, training staff to communicate program value effectively across various formats and audiences.
- **Technology & Systems:** Optimize admissions technologies and systems, including CRM platforms, to support recruitment goals and enhance operational efficiency.
- **Analytical and Financial:** Monitor and analyze enrollment data, develop dashboards and reports, and manage the admissions operating budget to inform strategic decisions.
- **Institutional Collaboration:** Collaborate institutionally, serving on senior leadership teams and developing partnerships with faculty, academic leaders, and external stakeholders.
- **Market Intelligence:** Maintain competitive market awareness and make recommendations to enhance Rice Business MBA program positioning and recruitment effectiveness.

## Professional Qualifications and Personal Qualities

Reporting directly to the Associate Dean of Degree Programs, the Assistant Dean is a strategic leader responsible for driving enrollment growth across all MBA programs and delivery platforms. This role oversees all recruitment and admissions, managing a dedicated team and collaborating with external partners to optimize outreach and enrollment strategies. Ideal candidates bring proven expertise in sales funnel management, KPI-driven performance, and CRM systems. The next Assistant Dean will be skilled in developing persuasive presentations, coaching staff, and working closely with the marketing and communications team to develop targeted marketing campaigns to improve student engagement throughout the enrollment funnel.

Success in this role requires a visionary mindset, strong operational acumen, and the ability to lead with clarity, accountability, and a deep understanding of prospective MBA student motivations. The ideal candidate will bring a strategic approach to recruitment and sales management, paired with the leadership skills to build, develop, and energize a dedicated team. They will demonstrate executive presence, foster a culture of excellence, and drive results through collaboration, insight, and a deep commitment to Rice Business's mission and brand.

The successful candidate will possess most, if not all, of the following qualities:

### Education and Professional Experience

- Master's degree required. Additional experience may substitute on an equivalent year-for-year basis.
- Minimum of six years of leadership experience in higher education or corporate settings, with a preference for experience in graduate business admissions and enrollment management.

### Skills and Abilities

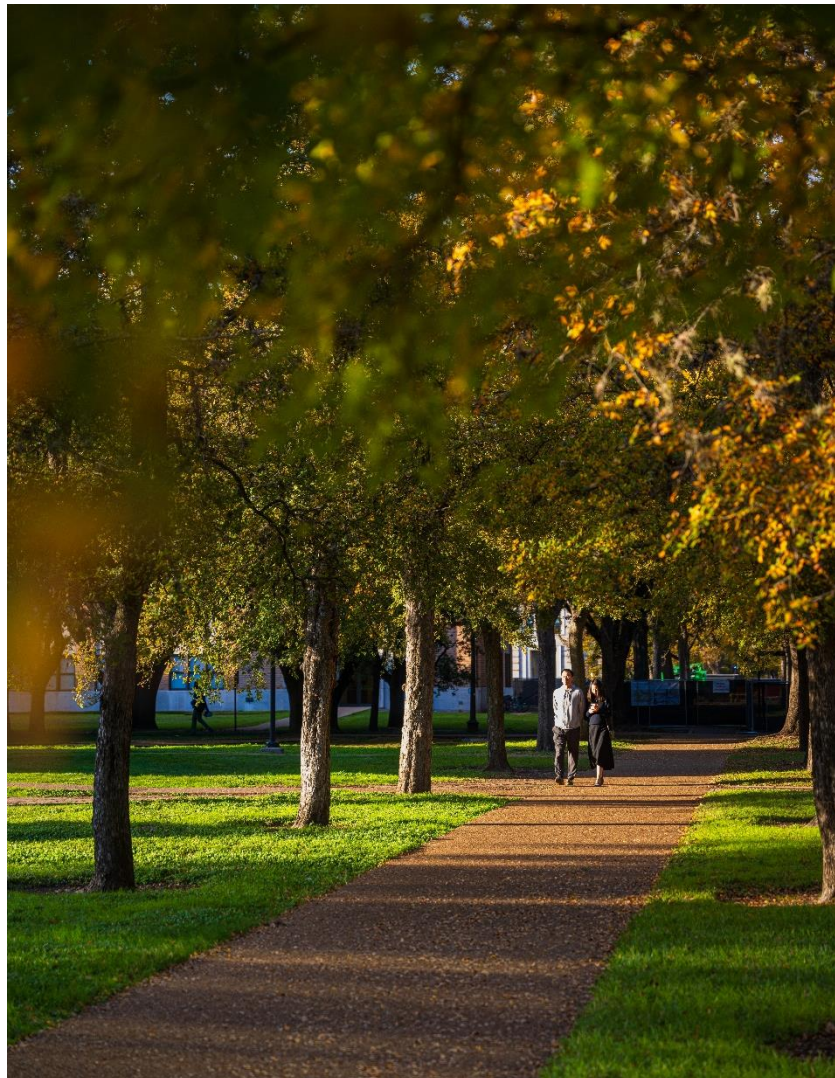
- **Proven leadership and management capabilities**, with a track record of overseeing programs, staff, and budgets in complex organizational settings, preferably within higher education admissions.
- **Exceptional communication and analytical skills**, including the ability to deliver compelling presentations, evaluate competitive applicants, and collaborate effectively across diverse teams.
- **Technologically adept**, with experience using CRM systems (e.g., Slate, Salesforce), ERPs like Banner, and project management tools such as Asana to drive enrollment strategies and operational efficiency.
- **Highly organized and self-directed**, demonstrating strong interpersonal skills, time management, and the ability to make data-informed decisions using multivariate criteria in a fast-paced environment.

## Workplace Requirements

This is a full-time, in-person leadership role based on campus, with a core expectation of presence Monday through Friday. Because recruiting and admissions are cyclical and event-driven, regular evening and weekend work is required, particularly during peak periods such as admissions fairs, yield events, recruiting events, or meetings with prospective students.

- Evening and weekend commitments will be scheduled in advance whenever possible.
- To support work–life balance, flexible scheduling and compensatory time off will be available when responsibilities extend beyond the standard workweek.
- The role also includes domestic and occasional international travel for recruiting, admissions events, and conferences. The frequency of travel will vary by season and strategic priorities.

Consistent presence on campus is expected in alignment with student and program activity, with flexibility in daily hours (start and end times) available when operationally feasible.





## About Rice Business



### Overview

The Jesse H. Jones Graduate School of Business and the Virani Undergraduate School of Business (Rice Business) are renowned for their rigorous academic programs and innovative research. Located in Houston, Texas, Rice Business offers a vibrant and supportive environment for both students and staff and is committed to fostering a culture of excellence and providing a top-tier education that prepares students to excel in the business world. Dean Peter Rodriguez, who has been at the helm since 2016, has significantly contributed to the school's growth and success. Under his leadership, the school has doubled MBA enrollment, grown the tenure-track faculty by more than 40%, and introduced the first online graduate degree at Rice.

Rice Business offers a variety of degree and non-degree programs designed to fit the diverse needs and schedules of its students. These include full-time, part-time, and online MBA programs, as well as specialized programs such as the Master of Accounting (MAcc) and Ph.D. programs and executive education programs tailored for professionals seeking to advance their careers. Each program is taught by the same world-class faculty who are recognized for their academic achievements and exceptional teaching.

The MBA programs at Rice Business are particularly flexible, offering full-time, evening, weekend, hybrid, executive MBA and an online MBA option to accommodate different career stages and personal commitments. The Master of Accounting program prepares students to excel in their careers and to sit for the CPA exam in just 10 months. The Ph.D. program is designed for candidates aspiring to become faculty members and research scholars. Additionally, the newly established Virani Undergraduate School of Business offers a robust curriculum for future business leaders.

Rice Business has consistently been ranked among the top business schools in the nation. It is particularly noted for its graduate entrepreneurship program, which has been ranked #1 by the Princeton Review and



Entrepreneurship Magazine for six consecutive years (2020-2025). The school is also highly regarded for its career prospects, finance, and consulting programs.

Rice Business prides itself on its tight-knit community and inclusive culture. Students at Rice Business benefit from a collaborative learning environment and have access to numerous extracurricular opportunities, including certificates, contests, and competitions in partnership with potential employers. The Career Development Office supports students throughout their time at Rice Business and beyond, helping them plan and achieve their career goals.

## Mission

Developing principled, innovative thought leaders in global communities.

## Vision

Rice Business will be widely recognized for its impact on the understanding of how individuals and organizations succeed and improve the world through their activities and through the capabilities of its graduates to lead or launch highly effective and innovative firms.

Learn more about Rice Business at the following links:

- [The Business School at Rice University - Rice Business](#)
- [About Rice Business - Jones Graduate School of Business](#)
- [What's It Like to Attend Business School - Rice University](#)



## About Rice University



Rice enrolls approximately 4,600 undergraduates and 3,900 graduate students. Undergraduate education has been a central part of Rice's mission since its founding over a century ago. Undergraduates currently enroll in one of seven schools: humanities, social sciences, natural sciences, architecture, engineering, music, and business. In addition, Rice's Susanne M. Glasscock School of Continuing Studies offers professional development courses, more than 70 educational outreach initiatives, and the largest selection of noncredit arts and sciences courses in Texas. The university also is home to more than 40 interdisciplinary research centers, institutes, and consortia, as well as several national journals, including the *Journal of Southern History* and the *Journal of Feminist Economics*.

Rice students have unparalleled opportunities to learn from distinguished faculty through classroom interaction and research collaboration. They experience the distinctive advantages of a liberal arts college, including small classes and a low faculty-to-student ratio, along with the faculty, resources, and facilities of a premier research university. With a close-knit residential college system, a robust selection of student clubs and organizations, nationally ranked leadership development programs, Division I athletics, and the city of Houston at its doorstep, Rice offers undergraduates a vibrant and vital college experience. Rice believes in a holistic approach to undergraduate education: one that provides students with access both to the knowledge and to the experiences that will enable them to have an impact on their profession and in their community. More information about the Rice undergraduate experience, including the range of exciting opportunities offered students in the 11 residential colleges and across the campus, is available at [Rice's admissions website](#).

Rice strives to produce leaders in fields that span the range of human and scientific endeavor. Its alumni include Nobel Prize-winning scientists, Grammy-winning musicians, venture capitalists, artists, professional athletes, acclaimed architects, engineers and more. The university's commitment to academic excellence is complemented by a wide range of opportunities for growth outside the classroom, including service and leadership activities, independent research projects, and educational experiences abroad. The university's campus — stunningly beautiful, verdant, and architecturally rich — is nestled in the heart of Houston and allows students easy access to the vast cultural offerings one would expect of America's fourth-largest city.

A member of the Association of American Universities (AAU), Rice boasts world-renowned faculty and numerous graduate programs ranked among the nation's top 25, including multiple STEM programs and a top-ranked business entrepreneurship program. At Rice, graduate study is offered in two broad categories: research-based

programs leading to the M.A., M.S., and various doctoral degrees, as well as professional master's programs, which provide advanced coursework and lead to degrees in specific disciplines.

Interested applicants can learn more about Rice University by visiting [www.rice.edu](http://www.rice.edu), and in particular by accessing [Rice Facts](#), a yearly compilation of statistical and historical information about the university.

## Rice's History, Mission and Vision for the Future

William Marsh Rice, an East Coast merchant who moved to the newly founded city of Houston in the mid-1800s, chartered the Rice Institute in 1891. He saw Houston as a place of great promise and left his fortune to endow a nonsectarian, coeducational institution. The Institute opened in 1912 under the leadership of Edgar Odell Lovett, a classically trained Princeton University mathematician recommended to the trustees by Woodrow Wilson, then Princeton's president. Drawing on what he learned during a nine-month tour of leading academic institutions from England to Japan, Lovett transformed Rice's vague instructions into a blueprint for an exemplary university. He envisioned an institution "of the highest grade," one that would keep "the standards up and the numbers down," that would attract talented scholars from the best European and American universities, and that would enroll promising students "without regard to social background." It would use endowment income to pay both for buildings and for the costs of educating its students, and it wouldn't charge tuition until 1965. These core values — high academic standards, small size, and affordability — have been enhanced over the succeeding century.

Today, Rice's comparative advantages lie in its relatively small size, emphasis on undergraduate education, identification of important but focused areas of strength, relative ease by which it can foster interdisciplinary research, and possibilities for teaching and research excellence across the range of human knowledge and endeavors.

Rice's mission statement, as approved by the Rice Board of Trustees, is as follows:

*As a leading research university with a distinctive commitment to education, Rice University aspires to pathbreaking research, unsurpassed teaching and contributions to the betterment of our world. It seeks to fulfill this mission by cultivating a diverse community of learning and discovery that produces leaders across the spectrum of human endeavor.*

In 2022, shortly after the inauguration of Rice's eighth president, Reginald DesRoches, the university launched a strategic planning process that will frame Rice's vision for the next decade. This planning process, which is led by a multidisciplinary committee and informed by a broad cross-section of feedback from students, faculty, staff, alumni, community partners and academic peers, will focus on maximizing Rice's impact and core strengths. Initial focus areas include reinforcing one of the nation's best undergraduate programs, elevating the prominence of graduate programs, enabling greater innovation and commercialization, and leveraging our research strengths to make an impact across energy, health and urban systems.

More details about the strategic planning process are available at [buildingricesfuture.rice.edu](http://buildingricesfuture.rice.edu).



## Leadership

### Peter Rodriguez, Dean



Peter Rodriguez has been dean of the Jesse H. Jones Graduate School of Business at Rice University since 2016. During this time, he has doubled MBA enrollment, grown the tenure-track faculty by more than 40% and introduced the first online graduate degree at Rice, which celebrated its fifth anniversary in 2023. He also launched a Hybrid MBA program, renovated McNair Hall (including a new public art project), broke ground on a new building set for completion in 2026 and welcomed the Virani Undergraduate School of Business as home to the undergraduate business programs.

His tenure as dean has also formed an operations faculty group, led successful and growing entrepreneurship initiatives at Rice, and integrated a global field experience into the curriculum for every MBA student.

An economist and professor of strategic management, Peter also teaches MBA classes on leadership and has instilled the core values of being attentive, responsive and kind as central to the culture of Rice Business.

He is presently serving a three-year term on The Federal Reserve Bank of Dallas, Houston Branch board of directors, providing input on regional economic conditions as part of its monetary policy functions. He is also a board member for three nonprofit organizations: Good Reason Houston, Strake Jesuit College Preparatory, and Texas 2036.

A recipient of numerous teaching awards from Princeton, Texas A&M and the University of Virginia, Peter holds an M.A. and Ph.D. in economics from Princeton University and a B.S. in economics from Texas A&M University. He came to Rice from the University of Virginia's Darden School of Business where he was a professor, senior associate dean for MBA Programs and chief diversity officer. His research interests include corruption, globalization, economic development, and social institutions. He worked for several years as an associate in the Global Energy Group at JP Morgan Chase.

### George Andrews, Associate Dean of Degree Programs



George Andrews joined Rice Business in the fall of 2014 as associate dean of degree programs, leading each of the MBA programs, the Career Development Office, Student Program Office, and Recruiting and Admissions.

He served seven years at the University of Chicago Booth School of Business where he was associate dean for evening MBA and weekend MBA programs. At Booth, George led a series of innovative programmatic student recruitment and development initiatives, increasing yield in the evening and weekend programs from 79 to 90 percent.

Prior to Booth, he was executive director of the executive development programs at William E. Simon School of Business at the University of Rochester. George started his career at Procter & Gamble as a section manager and spent the next 16 years in increasingly senior roles at Wyeth Pharmaceuticals and then Bausch & Lomb.

He earned his MBA from the William E. Simon School of Business and his Bachelor of Science from Texas A&M.

## Student Life

Whether it is a "Partio" (party on the patio) or "Owlympics", Rice Business students know how to have fun with their fellow students, faculty and staff and come together as a family. With over 30 diversity, professional and social clubs, students from various backgrounds all come together to share their experiences and build lasting friendships.

The small, tight-knit student body ensures that everyone knows each other, creating a supportive and collaborative student experience. Students have access to the extensive facilities of the 300-acre Rice University campus, including the library, student center, chapel, rec center, and coffee shops. Additionally, the [Office of Academic Programs and Student Experience](#) provides a range of support services, leadership development opportunities, and co-curricular programs to enhance the overall student experience. This holistic approach to student life ensures that Rice Business students are well-prepared for their professional careers while enjoying a fulfilling and enriching academic journey.



## Houston, Texas



As the fourth-largest city in the nation, Houston is home to the country's most diverse community, with no ethnic or racial majority, and the city welcomes people from across the nation and the world. Ranking third in the number of foreign consulates it houses, Houston is truly an international city. More than 90 languages are spoken in the Houston area.

As the energy capital of the world, Houston serves as the headquarters to 22 Fortune 500 companies and is home to the [Texas Medical Center \(TMC\)](#), the world's largest, and NASA. One of only five American cities with resident professional companies in all four major performing arts — [ballet](#), [opera](#), [theater](#), and [symphony](#) — Houston also boasts professional [football](#), [baseball](#), [basketball](#), and [soccer](#) teams. *The New York Times* called Houston possibly the most interesting city in America for young artists.

The Houston area contains more than 55,000 acres of parks, public green space, and open water; the nearby Kemah Boardwalk and the city of Galveston on the Gulf Coast offer outdoor and water recreation.

The Rice campus — located in the historic heart of the city, a mere three miles from downtown — is adjacent to the city's cultural district and Hermann Park and sits across the street from the TMC. Just west of campus lies [Rice Village](#), a lively neighborhood restaurant and shopping district owned in part by the university.

In addition to all the advantages offered by Houston's urban environment, Rice's 300-acre campus is shaded by almost 4,000 trees and surrounded by a three-mile jogging trail; no public streets cross the campus. The campus is noted for its beauty and park-like setting. Campus buildings, several of which have won national and international architecture awards, were inspired by the medieval architecture of southern Europe. The Rice community enjoys a friendly and mutually respectful relationship with the surrounding community, one of Houston's most beautiful and well-established residential areas.

Interested applicants are invited to learn more about Houston and Rice's involvement in the city at the following: Rice's [Center for Civic Engagement](#); Houston Chronicle newspaper; City of Houston; Greater Houston Partnership; and [Visit Houston](#).



## 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 Rice Business in this search. For fullest consideration, candidate materials should be received by **November 1, 2025**. The position will remain open until it is filled.

Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

Christy Pratt and Ethan Robles

[RiceBusinessAdmissions@wittkieffer.com](mailto:RiceBusinessAdmissions@wittkieffer.com)

Rice University HR | Benefits  
<https://knowledgecafe.rice.edu/benefits>

*Rice University is committed to ensuring Equal Employment Opportunity and welcoming the fullness of diversity into our candidate pools. Rice considers qualified applicants for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity, national or ethnic origin, genetic information, disability, or protected veteran status. Rice also provides reasonable accommodations to qualified persons with disabilities. If an applicant requires a reasonable accommodation for any part of the application or hiring process, please contact Rice University's Disability Resource Center at 713-348-5841 or [adarice@rice.edu](mailto:adarice@rice.edu) for support.*