

SILVIA ELENA MCCALLISTER-CASTILLO

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CORE AREAS OF EXPERTISE

- In-depth knowledge of the education industry in North America, Asia and Europe and experience in business development, recruitment and admissions, digital marketing, student services, curriculum innovation, leadership development, fundraising and alumni relations
 - Demonstrated competency in senior management functions including strategic planning, budgeting, financial administration and a track record of building, coaching and motivating high-performing teams, including cross-cultural, multilingual and virtual teams
 - Superior influencing, negotiation, public speaking and media relations skills; ability to lead complex stakeholder groups through transformational change; keen commercial acumen
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EXPERIENCE

The University of Hong Kong, HONG KONG

11/18– present

Director, MBA Programs

Managed academic and student affairs, alumni relations and career services for part-time and full-time MBA programs, ranked #2 in Asia by *The Economist*; managed team of eleven full-time staff and \$10.4M budget

- Led MBA curriculum review to better align with market needs; designed, piloted and launched faculty-wide alumni auditing program; achieved improvements in 19 out of 20 metrics in the end-of-year student exit survey; served as Equal Opportunity Advisor for staff and students; served as spokesperson for local and global media outlets including *Hong Kong Business* and *The Economist*
- Restructured careers team; developed relationships with employers to facilitate career opportunities; delivered career strategy workshops; streamlined mentorship program and recruited new mentors from the local business community; piloted career services for part-time students
- Led program delivery through massive social unrest and Covid-19 epidemic; moved all class delivery to a satellite campus and quickly developed online streaming options for students who left Hong Kong

Yale University, Yale School of Management, Connecticut, USA

2/17 – 10/18

Assistant Dean, MBA for Executives

Managed recruitment, admissions and operations for 120+ students specializing in Healthcare, Asset Management, and Sustainability in the MBA for Executives program, ranked #1 in the world by *The Economist*; managed team of eight full-time staff and \$8M budget

- Collected, analyzed and improved student satisfaction metrics including net promoter score; oversaw rankings processes that resulted in #1 ranking; redesigned and delivered Leadership Development Curriculum, self-directed study options, workshops and co-curricular events
- Developed new admissions criteria matrix and processes; improved collection of recruitment pipeline data and developed niche-targeting strategy; revamped newsletters, information sessions and webinars leading to 35% increase in applications in 2017-18
- Identified and adjunct recruited faculty; revised student handbook; implemented new virtual learning technologies

London Business School, London, UNITED KINGDOM

4/14 – 1/17

Director, EMBA-Global and Sloan Fellows Programs

Managed EMBA-Global programs, in partnership with Columbia Business School and the University of Hong Kong, ranked #2 and #4 in the world by the *Financial Times*; managed Sloan Fellows Program; supervised three admissions officers and two program offices comprising five full-time staff

- Managed relationships with faculty, partner schools and career centers to ensure seamless program delivery for a diverse body of 300+ students, requiring extensive travel to New York, Shanghai and Hong Kong; improved student satisfaction to highest ratings across the school
- Administered program budgets in excess of £6M; prepared quarterly forecasts and approved quarterly financial reports; prepared and signed off on financial reconciliations with partner schools; chaired major quinquennial review of Sloan Fellows program; sat on rankings committee
- Identified and pursued international business development opportunities; delivered information session presentations; served as spokesperson for global media outlets, including *City AM*, *Financial Times*, *Business Because*, *Hong Kong Economic Times* and *Poets & Quants*

IE Business School, Madrid, SPAIN

6/11 – 3/14

Associate Director, Master in Management Program

Managed program operations of the Master in Management Programs (Spanish and English sections), ranked #5 by the *Financial Times*; coordinated academic faculty and career center; drove key communication initiatives

- Wrote new online interactive student policy guide and consulted on the adoption of similar guides across the rest of the school; set up online process guide for staff; helped design and launch two new specializations in Financial Management and Control and Integrated Marketing Communication
- Designed business challenges for experiential consulting projects with corporate partners including Metro de Madrid and Aena with year-on-year increase in satisfaction; hosted alumni events and alumni career panels; converted prospects into matriculated students
- Established Executive Insights lecture series; organized semiannual Career Immersion Weeks with employers and recruiters; redesigned and delivered international experiential study trips to Shanghai

Lycée Français de New York, USA

12/07 – 2/10

Assistant Director of Development and Alumni Relations

Developed and implemented fundraising strategies for major gifts and corporate donations at prestigious French-language K-12 school; solicited major gifts for \$14M Capital Campaign; designed and executed the school's first alumni relations strategy; supervised alumni board and 30+ volunteers

- Created training documents for volunteers and developed new procedures for managing prospect research; re-invigorated capital campaign, achieved \$1M increase in giving
- Designed and delivered successful alumni events program; increased number of attendees and first-time alumni donors during financial crisis, exceeding targets by 15%
- Wrote bilingual appeal letters, marketing materials and financial reports; developed and edited e-newsletter; wrote and edited Annual Report; managed social media accounts

ADDITIONAL EXPERIENCE

GMAC Admissions Institute for New Professionals (National University of Singapore)

12/19

- Taught courses on communications, marketing, admissions, and recruitment

American Chamber of Commerce, HONG KONG

6/19 – present

- Future of Work Committee member; conference co-chair; moderator for panel on Industry 4.0

MBA Career Services Employer Alliance, SINGAPORE

9/19 – present

- Asia 2020 Conference Committee marketing lead (cancelled due to Covid-19)

Columbia University Alumni Representative Committee

6/14 – present

- Alumni interviewer for Columbia College in UK, US and HK

National Cheng-chi University, TAIWAN

2/10 – 9/10

- As a Huayu Enrichment Scholar, designed and delivered classes on American Government and Society for students in the School of Commerce and School of Diplomacy

Museum of the City of New York, USA

2/06 – 2/10

- Staffed information desk and public events including concerts, tours and workshops

SKILLS

Microsoft Office, Technolutions Slate, Microsoft Dynamics, Raiser's Edge

LANGUAGES

Native English and Spanish; fluent French; intermediate Mandarin (written and spoken)

EDUCATION

London Business School, UNITED KINGDOM

Accelerated Development Program, 2016

IE Business School, Madrid, SPAIN

MSc Corporate Communications, 2011

Columbia University, New York, USA

BA Classics, 2004