

About Matt



My Educational Foundation



Cornell University
School of Hotel
Administration

B.S. 1990



M.B.A. 1994

My Professional Pathway



4 Years



4 Years

Johnson & Johnson

6 Years



10 Years



2017 - 2021



My Passions



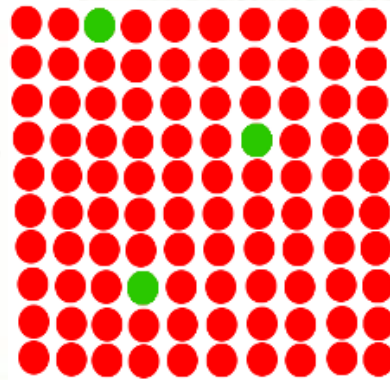
THE CHALLENGE

SUPERCHARGE AN

enrollment

FUNNEL

that converts



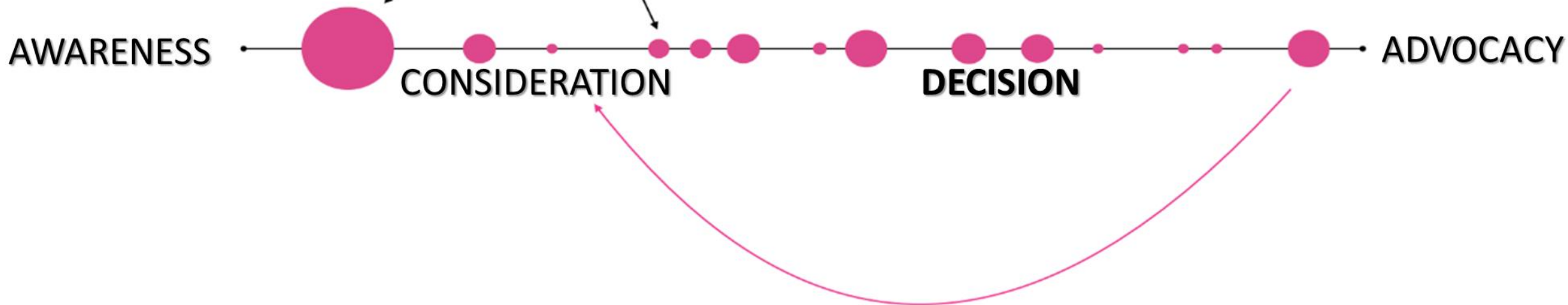
**per Gartner®, most marketing organizations convert roughly 3% of their leads to revenue*



*The Prospective
Student's*



is everything



Renew / Upgrade / Purchase More



“Customer Experience will overtake price and product as the key brand differentiator by the year 2020.”

Has It?



From 'Friend Zone' To First Choice™



EXPERIENTIAL
MARKETING

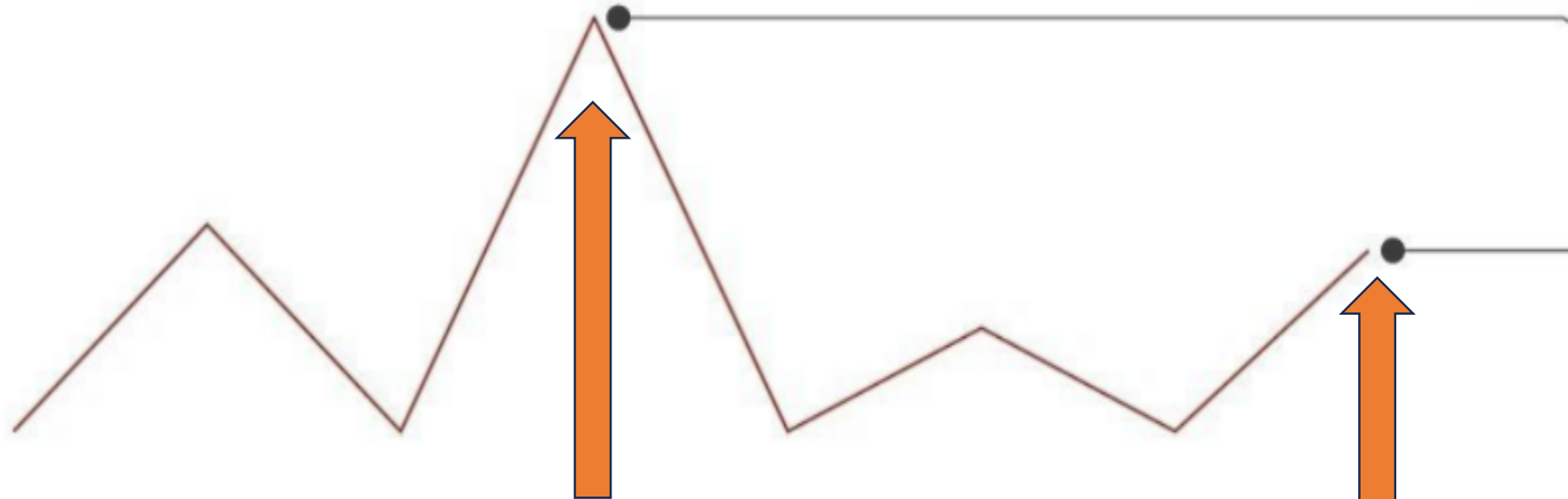
A graphic showing a human head profile in silhouette, filled with a vibrant, abstract pattern of glowing orange and yellow dots and lines, representing neural activity or data. The text "EXPERIENTIAL MARKETING" is overlaid in white, bold, sans-serif font.

THE PEAK-END RULE:

Awareness
Stage

Consideration
Stage

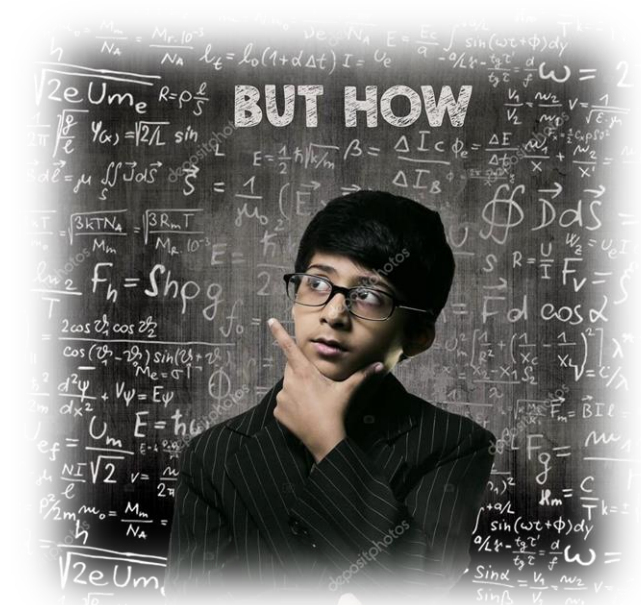
Decision
Stage



Engineer This!

Stick the Landing!

We judge our past experiences almost entirely on how they were at their peak and how they ended



AWARENESS

From:  Virtual Session



To: Hybrid **TED**TALKS



10.4.23 – 11.15.23 – 1.24.24 – 2.21.24 – 3.20.24

consideration🤔

From: Open House “Classic”



To: Experiences → Memories





From: Accepted Students Day



To: **LAUNCH**
YOUR LIFE



THE PEAK-END RULE *revisited*



Engineer peak(s)

Set the tone
(start strong)

Nail the ending



Connect the dots
(small details amplified)



GOALS = Success metrics:



For MBA/MSOLC:

- 100 seminar participants → 87
- 40 Fall '23 six-week "Incubator" students → 33
- 10 new full-degree track enrollees →

For Freshman/Transfers:

- 2024 Accepted-to-Deposit conversion yield → 8.7% to 10%
- net +24 students at '23 acceptance level
- net +40 students if 2,000* accepted.