



## THE-ICE Press Release

THE-ICE is proud to announce the appointment of Ms Jane Gentle to the role of General Manager.

Jane joined THE-ICE in December 2015 as Project Manager where she has embraced THE-ICE's collegial and customer-service focused corporate culture with ease. Jane has single-handedly taken care of all THE-ICE e-Communication portfolios, including the website update and the coordination/distribution of our various online marketing collaterals (eBulletin, iStudent News, Interactive Brochure etc). She has contributed in areas that are beyond the scope of her duties, such as taking the initiative to create two Facebook accounts – one corporate account to promote THE-ICE, and one to promote THE-ICE IPoE Forum (from mid- 2016 onwards) – and incorporating various software products into THE-ICE website to streamline the IPoE Forum registration and paper submission process.

Jane will continue to work closely with THE-ICE CEO, Ms Pauline Tang, to provide operational support over a diverse range of areas including corporate governance, accreditation, membership, event coordination, e-communications and website administration. Jane will also be the key contact for member institutions, particularly throughout the annual THE-ICE ISB-SB (International Student Barometer™ and Student Barometer™) survey period.

Jane brings to the team a unique set of skills and business acumen gained from experience in tertiary education, business management, event management, and hospitality management. She brings with her a strong background in policies and procedures, as well as being tech savvy, having been involved in website maintenance since as early as 1998.

Further, Jane holds her Masters of Business in Marketing, a Graduate Certificate in Business, and a Bachelor of Business with Honours, with her honours research exploring Facebook as an influencer on destination visitation and brand associations. Jane has a strong interest in marketing, business strategies and stakeholder relations and is looking forward to building strong long-lasting relationships with our members and business alliance partners.

Her appointment as General Manager will see Jane step up as a mentor for members through the accreditation process and preparing THE-ICE ISBSB™ survey raw data into institution-specific Director's Cut reports.