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## VP to Step Down

University of Dayton

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## NEWS

*Wednesday January 28, 2015*

## VP to Step Down

Enrollment Management and Marketing Vice President Sundar Kumarasamy, whose innovation helped raise the University's profile, will take a similar post at Northeastern University.

During the past eight years, Kumarasamy's impact on the University has been transformational. He brought innovation and creativity to the University's enrollment management and marketing efforts raising the University's profile and creating data-driven recruiting and marketing initiatives that resonate with prospective students and families.

Through his leadership, the University reached record highs in undergraduate and international enrollment, academic quality and retention, while first-year applications have increased 92 percent. During his tenure, the University enrolled the largest and most selective classes in University history.

Kumarasamy helped shape the University's first major University-wide branding effort and a transparent, four-year tuition guarantee, two initiatives that put the University on the national stage and established the University as a leader in innovation in higher education. Kumarasamy regularly is quoted in *The Chronicle of Higher Education*, *The New York Times* and other media outlets for these types of initiatives.

Kumarasamy also worked with colleagues to transform the campus visit experience, develop a regional recruitment strategy, establish the office of student success and parent engagement and recruit the first classes at the China Institute.

The University will begin a national search for Kumarasamy's replacement.

For more information, contact Cilla Shindell, director of media relations, at 937-229-3257 or [shindell@udayton.edu](mailto:shindell@udayton.edu).

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