ACUMEN
PART OF SANNAM S4 GROUP

UNLOCKING SUCCESS:

Choose Acumen for your Internationalisation Journey

Scroll to discover

01

Are you asking yourself...

How do I increase my admission conversions/yield?

How will I achieve my international growth aspirations?

Where do I get in depth, local knowledge of strategic international source countries?

How do I establish my university brand offshore?

How can I improve the international student experience?

How do I find the right partner for my institution in a new market?

Acumen can support you in answering these questions and many others.
As your partner, we help you navigate the entire internationalisation journey.

02

How can Acumen help?

Through our three specialisations— Presence, PACE (Prospect, Admit, Convert, Enrol) Enrolment solutions, and Research & Consulting, we help you reach your international student recruitment goals, find the right partners, understand your ideal market with insights, and launch new global initiatives.

Presence

Going Global with Local Representation

We provide a comprehensive end-to-end solution, localised intelligence, and on-the-ground representation so education providers can establish a thriving international presence.

160+
Local university-brand representatives

85+
University partners

100+
Presence at 100+ student recruitment events per year, representing partner brands

100,000+
Students recruited globally

PACE Enrolment Services:

Improved Accuracy, Speed

Education providers need fast, efficient and accurate enrolment processes to provide the best student experience and enable international students to achieve their dreams.

and Volume Management = Improved Student Experience and ROI

125,000+
Applications

25,000+
Compliance interviews

75,000+
Lead Conversions

48h
Turnaround Time

Research & Consulting

Empowering Decision-Makers with Actionable Intelligence

As knowledge-leaders, we utilise market research strategies, backed by rigorous data analysis and our own extensive in-market experience, to solve our clients' foremost challenges.

200+
Years of cumulative market research experience

120+
Research projects delivered since 2019

03

Partner Projects Delivered Include:

- Market Landscape Studies
- Market intelligence
- TNE opportunity analysis
- Focus groups
- Strategic roadmaps
- Market surveys & questionnaires
- Feasibility analysis and opportunity assessment

04

Project Report Highlights:

Check out 10K Indian Voices Report

Read Vietnam Voices

05

Acumen puts your institution on the map for students across the world. Attracting the brightest minds, wherever they are found.

06

Why choose Acumen?

Practitioner-led & insight driven

20%

of the World's Top 100 Universities partner with Acumen (QS World University Rankings 2024)

100+

Engage with 100+ government bodies globally

25

Presence in 25 markets across 18 time zones

100+

Our partners include 100+ universities and colleges

Don't take our word for it, hear what our partners have to say...

By working in partnership with Acumen, Darden has been able to expand its presence and impact in India. Our biggest win through our partnership has been hiring a dedicated and truly wonderful representative on the ground supporting Darden strategy decisions, activities, events and courses. Throughout engagements, the Acumen team have been responsive, open to feedback and great to work with."

Katherine Beach
Executive Director, Darden Center for Global Initiatives , University of Virginia - Darden

University of Virginia
Darden School of Business

The collaboration has been a great fit for Kingston as the PACE Enrolment Services team integrated seamlessly with our processes. The team conducted the pre-CAS interviews in a speedy manner which ensured we were able to efficiently proceed with issuing CAS numbers to those students who passed their interviews. The feedback from the interviews was incredibly helpful and insightful. The attentiveness of the cases dealt with and the analysis of the interviews provided."

Andrew Fraser
International Officer, Kingston University

Kingston University London

The University of Auckland has worked with Acumen for several years. We recently grew our recruitment team in India to further capitalize on the opportunities in the market that the Acumen team has helped us develop. Acumen is now assisting us with our expansion in the US as well. The University of Auckland has also worked with Acumen's PACE Enrolment Services team and they were a key part of our successful International Open Week campaign last year."

Vasso Koutsos
Associate Director for International Growth and Digital Enablement, University of Auckland, NZ

The University of Auckland New Zealand

Acumen has elevated our international student recruitment in India. They have provided us with guidance and in-country representation that has contributed to a year-on-year increase in applications and enrolments. Their insights about the India market and student choice have been game changers in how our institution responds to the needs of prospective students In India."

Keshia Gray
Associate Registrar & Director, Student Recruitment and Admissions, York University

York Université University

As a world top 50 university in Australia's prestigious Group of Eight (Go8), our rankings success – both global and local – reflects our focus on research excellence and our strategic business partnerships.

Choosing the right partner is key to our growth initiatives and global impact. Acumen has provided us with invaluable market insight and on-the-ground representation and has also accelerated and broadened our brand positioning.

Acumen's in-depth experience in higher education, backed by data-rich research, has helped us to convert opportunities into commercial realities."

Shirley Chung
Previously Director, Future Students, The University of Queensland

The University Of Queensland Australia

The proof is in our people

It's time you choose a partner who puts your institution and student experience first and who has the knowledge and skills to guide you on your internationalisation journey.

Choose Acumen >

Pete Richards
Executive Director,
UK & Europe

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Kate Barnes
Director— Partnership
Development, UK

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