



**enrollmentFUEL**

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FOR IMMEDIATE RELEASE

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## enrollmentFUEL Welcomes Michelle Sundstrom as Vice President of Operations

**Chapel Hill, NC** - enrollmentFUEL is pleased to announce that Michelle Sundstrom has joined the team as Vice President of Operations. Throughout a seventeen-year career, Michelle has served in a variety of enrollment management roles at educational institutions and other enterprises, and is a subject matter expert on all aspects of enrollment management and Student Search.

Michelle joins enrollmentFUEL to direct and oversee operations and assist clients with strategic thinking on enrollment planning, targeted Student Search, predictive modeling, digital advertising, commFLOW development, and CRM implementation strategies.

Mike Wesner, Chief Imagination Officer and founder of enrollmentFUEL, said, "At enrollmentFUEL, operations are critical for providing the highest level of service for our clients, and we continually look for ways to improve our processes by adding the best people to our team. Michelle is a rising superstar who has seen enrollment management success and has a proven record as a Student Search consultant. Her experience will translate to more wins for our partner schools. We are excited our sustained growth demands we continue to add to our already remarkable team."

### **About enrollmentFUEL**

enrollmentFUEL is on a mission to create more effective and efficient Student Search communications and strategies. The company has extensive expertise in geo-demographic research, predictive modeling, creative design and messaging, CRM implementations, and all aspects of digital advertising (IP targeting, retargeting, geotargeting, geo-framing, matchBACK™, etc.) With proprietary technology and innovative thinking, enrollmentFUEL provides successful outcomes and actionable insight to the people who recruit people. For more information, please visit [enrollmentfuel.com](http://enrollmentfuel.com).