

Cialfo to celebrate five-year milestones and continued momentum across its global network at NACAC 2022

Award-winning team welcomes Ms. Robin Smyers as Regional Leader of its K12 business across the Americas

Debut of the “Let’s Talk Higher Ed” podcast, an enhanced platform experience, and international application portal reflect the many ways the company helps high school students, their counselors, and higher education institutions to be resilient and evolve for the future

Houston, September 14, 2022- Global Edtech player Cialfo will kick off NACAC 2022 by hosting a pre-conference dinner for its Counselor Advisory Board on September 21, at Hearsay on the Green. The Singapore-headquartered company connects high school students and their counselors with more than 10,000 leading institutions of higher learning worldwide. During NACAC’s three-day event, which focuses on the theme *Resilience*, Cialfo will celebrate the momentum it has created during its first five years, growing its K12 community, while showcasing its unique ability to support the higher education community through times of uncertainty. In addition, Cialfo will:

- Showcase the new **Counselor Experience 2022**, along with its Direct Apply proprietary portal, both now available in the Cialfo platform to make it easier and faster than ever for counselors to connect their students with right-fit colleges and universities.
- Facilitate thought leadership sessions about the recent rebound in international student recruitment and how student mobility could evolve in the future, featuring enrollment leaders from **Cornell University, Northeastern University, Rice University, University of Connecticut** and **University of California, Los Angeles**.
- Mark its five-year anniversary with a **reception at The Rustic** on Friday night.
- Provide **complimentary consultations and custom recruitment reports at booth #627** in the George R. Brown Convention Center.

Speaking about the upcoming event, Felicja Syska, VP Client Engagement at Cialfo said, “Never before has there been such an appetite and need for increased collaboration and connectedness amongst educators from K12 schools and higher ed institutions. Cialfo has always understood - in fact our brand was built on - the power of community, and we are very proud to have created one of the first truly global networks of its kind, spanning more than 100 countries in just five, short years. NACAC members are an incredibly important part of this network, and it is exciting to see how their shared commitment to empowering

students and willingness to come together in new ways is leading us all to a next level in our respective and collective evolution. We are delighted to introduce an expanded team of experts as well as an enhanced, end-to-end experience to NACAC attendees this year, and look forward to continuing to evolve together with and, ultimately, for them in the next five years and beyond.”

Cialfo 5-Year Milestones and Momentum

- Since 2017, Cialfo’s ability to quickly see and understand emerging global trends, implement new technologies and pivot to support everyone it serves, has built its reputation as a digital transformation leader in higher ed and international student mobility. Earlier this month, the first episode of its new [Let’s Talk Higher Ed podcast](#) featured tips on how to make the most of conferences like NACAC from respected educators.
- Cialfo’s **K12 platform for counselors** was its very first offering. At the time, it was considered groundbreaking in that it was the first Asia-based platform integrated with CommonApp. It also lets users send documents through Parchment. Cialfo has since expanded its platform to connect its higher education community with counselors and students around the world, and simplified the application process further via its **Direct Apply network** as well as a recently released integration with Slate. Cialfo’s higher education partners benefit from the Slate integration because it gives them access to lists of qualified students who have demonstrated an interest in their institution, which are updated automatically in their CRM, so they can then consider and connect with them as part of their engagement and outreach strategies.
- When the pandemic hit, the team established itself as a first-mover in virtual student recruitment by offering online college fairs to promote colleges and universities to students, their parents and counselors. More than **4,400 sessions** have been delivered, reaching more than **180,000 people from 152 countries** since August 2020. Inspired by extensive feedback from students and their counselors, these flagship fairs are being delivered in the fresh format of a “festival” this September and October to deliver the information that matters most during this college application season - from campus culture to career preparedness.
- Cialfo set up shop in the U.S. in 2019 and already is used by 150 high schools, reaching more than 40,000 students nationwide. This year the company has grown its team to nurture the relationships with counselors specifically, appointing education technology sales and solutions veteran Ms. Robin Smyers to ensure client satisfaction at high schools in the U.S., Canada and Latin America.

“It’s an honor to lead Cialfo’s K12 Americas team, whose deep local and regional expertise, combined with a dedication to supporting counselors and educators in these fast-moving times, make it truly first-in-class. We’re excited to strengthen our existing relationships and expand our K12 network at NACAC, and ultimately to connect them and their students with their best-fit universities, whether at home or abroad, during this year’s recruitment cycle and beyond.”

Ms. Robin Smyers, K12 Regional Leader, Americas

ABOUT CIALFO

Cialfo provides transformative technologies, thinking and tools to students and schools – from K12 to universities – so they can more easily meet, manage the career exploration and college application process, and make educated decisions about their future. Over 200 Cialfolk work from the company's headquarters in Singapore, at local offices in India, the United States, and China, as well as from nine other remote locations, to make higher education more accessible worldwide. [Web](#) [Facebook](#) [LinkedIn](#) [Instagram](#)

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