

# Giuliana Silveira



## **Member Services Manager - Student Attraction - SIEBA**

**Topic:** Showcasing Aotearoa: Strategic Agent Famils for Effective Partnerships.

**Topic:** Agent Panel: Insights from the Front Line of International Recruitment.

**Topic:** China Partnerships: Are We Doing It Right - and Can We Do It Better?

Giuliana brings over 25 years of leadership experience in international education, business development, and marketing.

Her career includes senior roles such as CEO of the Latin America New Zealand Business Council and International Education Consultant for ITENZ. In these positions, she led strategic initiatives to build global partnerships, enhanced student recruitment through data-driven digital marketing, and organised impactful events and professional learning sessions.

Previously, as Country Director and Principal at Kaplan International, Giuliana was responsible for the overall management and performance of the school, leading operations, staff, and strategic growth.

She is passionate about helping schools attract and retain international students and looks forward to supporting SIEBA members across the country.



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