

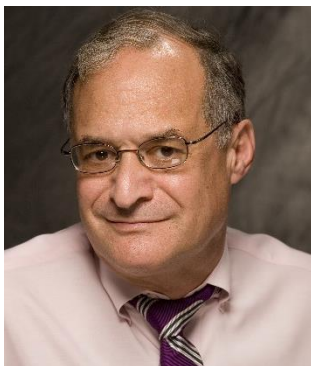
Presenter Biographies

International Rankings Go Deeper and Wider Presentation
Association of Institutional Researchers (AIR) Annual Conference
New Orleans, Louisiana 2016



Yang Zhang, Ph.D., MBA, Director, Mānoa Institutional Research Office, University of Hawaii at Mānoa

Yang Zhang has worked for three institutions' IR offices for over 11 years, with the responsibility to provide and use international and national rankings' data. Currently serving as the IR director at The University of Hawai'i at Mānoa, Yang is responsible for providing data to various ranking organizations, for helping explain changes in her institution's rankings to university leadership, and for utilizing ranking data for decision making. She has attended international ranking conferences regularly to stay abreast of the methodologies and trends in the area of international rankings for universities. Yang organized the international ranking panel presentation at the 2015 AIR, which brought all major international rankings to AIR for the first time. She was recently invited to give a talk on the topic of "utilizing rankings in strategic planning" at the 6th International Conference on World-Class Universities (WCU-6) hosted by the Graduate School of Education at Shanghai Jiao Tong University.



Robert Morse, Chief Data Strategist, U.S. News & World Report

Robert Morse has worked at the company since 1976. He develops the methodologies and surveys for the Best Global Universities, Best Colleges, Best Graduate Schools, Best Arab Region Universities and Best High Schools annual rankings produced by U.S. News, keeping an eye on higher-education trends to make sure the rankings offer prospective students the best analysis available. He is the author of Morse Code Inside the College Ranking blog which provides deeper insights into the methodologies and is a forum for commentary and analysis of college, grad and other rankings. He has been a speaker at numerous AIR forums. He has spoken about rankings at many higher education conferences around the world. Robert Morse is currently on the executive committee of the International Ranking Experts Group (IREG) and was one of IREG's founding members.



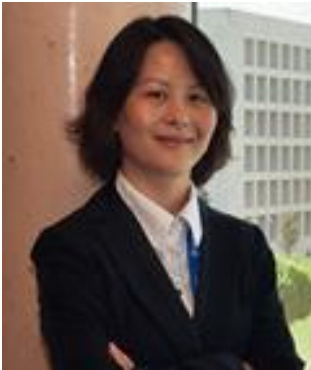
Gero Federkeil, Coordinator, U-Multirank

The U-Multirank ranking project is sponsored by the European Commission. At CHE Centre for Higher Education Gero Federkeil is Head of International Ranking. He has worked in the field of higher education for more than 20 years, starting as a Consultant at the German Council of Sciences and Humanities. In 2000, he joined CHE Centre for Higher Education, one of the lead partners in U-Multirank, where his major fields of work are evaluation, quality assurance and rankings. After working in the CHE national ranking of German universities for years, he has been involved in U-Multirank from an early feasibility study to design the system and develop the set of indicators, the tools for data collection and the web tool to present the results. Gero is member of the Executive Committee of IREG International Observatory on Academic Ranking and Excellence and has been elected Vice-President in 2012. He is co-author of the IREG "Berlin Principles on Ranking of Higher Education Institutions" and contributed to the development of the IREG Ranking Audit system.



Baerbel Eckelmann, Intelligence Unit's Research Manager, QS World University Rankings

Baerbel has a MA in General Pedagogy, Sociology and Psychology from the University of Passau, Germany and a MA in Applied Social and Market Research from the University of Westminster, UK. Soon after joining QS in 2007, Baerbel took on the responsibility for the data and knowledge management of the QS World University Rankings®, regional rankings models and rankings related projects. She has travelled extensively to various countries in Europe, Africa, Asia & Asia Pacific, the Middle East and South America to speak to Vice Chancellors, Department Heads and other university representatives to maximize data outputs in terms of quantity and quality. She has delivered various rankings workshops on bespoke and/or conference level and advised institutions on performance related subjects. She also frequently represents the QS Intelligence Unit as keynote speaker at global events.



Yan Wu, Assistant Professor at the Center for World-Class Universities (CWCU) of Shanghai Jiao Tong University (SJTU)

She has been in the ranking team at CWCU since 2005. She obtained her bachelors (2000) and master's degrees (2003) both in Philosophy from East China Normal Universities. Since 2013, she has been a Ph.D. candidate majoring in Public Management of Education at SJTU. Her primary research interests include the ranking and evaluation of universities. She has been responsible for the Global Research University Profiles (GRUP) project, which started in 2011 and has been developing a database on the facts and figures of around 1200 research universities in the world. The database has been or will be used to produce much more comprehensive and customized comparisons of research universities at a global level. She spoken on her research at the IREG-7 Conference etc.



Phil Baty, Editor, World University Rankings, Times Higher Education

Phil Baty has 20 years of experience working in the global higher education sector, including more than seven years as editor of the World University Rankings. Phil was listed as one of the top 15 “most influential” in education by *The Australian* newspaper in 2012 and in the 2016 book, *Global University Rankings and the Mediatization of Higher Education*, he is described as “one of the most powerful commentators, and arguably policy actors, on higher education”. Phil joined *Times Higher Education (THE)* in 1996, and has served as chief reporter, news editor, deputy editor and latterly, editor-at-large. He took over responsibility for the World University Rankings in 2008 and led the development of the current THE World University Rankings methodology, determining the 13 performance indicators and weightings currently used to evaluate world-class research universities. He also conceived the annual THE World Reputation Rankings and 150 Under 50 Rankings, and he established the THE Asia University Rankings and the BRICS & Emerging Economies Rankings. Phil is also an award-winning journalist. He picked up the Ted Wragg Award for Sustained Contribution to Education Journalism (CIPR) in 2010 and was a runner up for the Paul Foot Award for Campaigning Journalism, run by *The Guardian* and *Private Eye* magazine in 2007. He contributes regularly on global higher education for leading newspapers and broadcasters around the world.