

Keit Kiissel

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Keit is the Head of International Marketing and Recruitment at Tallinn University of Technology in Estonia and has ten years of experience in higher education marketing. She started her career at Tallinn University of Technology in 2007 when she joined the International Relations Office and was responsible for foreign student recruitment and carrying out university marketing activities abroad. In years 2011-2012 Keit worked as the International Project Manager at Caucasus University in Tbilisi, Georgia, broadening her experiences in internationalization of higher education. Keit has also worked for the Archimedes Foundation (acts under the Estonian Ministry of Education and Research) where she was responsible for international marketing of Estonian higher education and coordinating the “Study in Estonia” initiative in order to introduce Estonia, the universities and study programmes abroad. Today, Keit is back at Tallinn University of Technology, the biggest public university in the capital of Estonia, where she is in charge of the international student recruitment and marketing of the university. Having a longstanding and diverse experience in the field, Keit has become a recognized expert in higher education marketing in Estonia.

Kadri-Ann Matson

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Kadri-Ann is the Head of International Admissions at Tallinn University of Technology in Estonia. Under her supervision Tallinn University of Technology has reached its highest ever number of international students, coming from 90 different countries. Having lived for 2 years in Great Britain sparked her interest in working in the field of international relations. She started her career in Tallinn University of Technology in 2009 as the Program Coordinator of MSc Materials and Processes of Sustainable Energetics to manage its admissions, consult students and promote it abroad. In 2013 she accepted an offer for the position of Head of International Admissions. Since then, she has not only improved the admissions process and raised the quality of service for applicants at Tallinn University of Technology, but also provided consultation for other Estonian Universities to share best practices.

Since 2013 Kadri-Ann has established close collaboration with the Estonian Company DreamApply, who provide the online Higher-Education application platform. Drawing on her practical experience as an admissions specialist, Kadri-Ann has been able to give a lot of input towards the development of their software - it is her mission to develop easily manageable systems. Today, DreamApply have over 130 university systems in 16 countries.

During the years as Head of International Admissions, Kadri-Ann has also built an excellent working relationship with the Estonian Ministry of Foreign Affairs, and its foreign representations, to better assist students with migration-related services. Such depth of experience in Higher Education Admissions in Estonia has made Kadri-Ann a true expert in the field.

