Supporting global higher education leaders to achieve sustainable growth and strategic impact
“THE is a trusted authority on higher education. This is why the University of Wollongong engaged THE to work with us to gain insights into strategies that will build global visibility and awareness for our research, education and brand. Our consultant added value to our strategy development through his ability to present clear and insightful data about our current positioning and recommended practical strategies to take to market. THE is a great business partner and can be trusted to bounce off ideas in a respected and considered way. I recommend THE to anyone needing strategic marketing advice.”
THE Consultancy provides strategic, data-driven guidance to universities and governments globally. Building on our vast sector expertise and long history, we support our partners to build effective and sustainable strategies aligned to their unique mission.

Understanding that all organisations are unique, we combine proprietary and primary data to design customised solutions. Our consultancy practice harnesses THE’s strong network in the sector, combining engagement of global stakeholders within our analyses. Offering both short-term and long-term solutions, our expert consultants diagnose areas of strength, and provide evidence-based guidance on implementation of recommendations for improvement.

What we do

COMPETITOR ANALYSIS
Competitor analysis across various characteristics, utilising THE’s extensive wealth of data, that may include academic and research excellence, inclusivity, internationalisation, and employability.

STAKEHOLDER PERCEPTIONS ANALYSIS
Insights into the perceptions of stakeholders that are strategically important to your institution, including internal and external stakeholders, examples of which include current students, prospective students, faculty, staff, academics, donors, industry partners, alumni and government representatives.

INTERNATIONALISATION STRATEGY
Analysis of your university’s internationalisation strategy, including student decision-making, recruitment, and retention.
What we do

INSTITUTIONAL PERFORMANCE ANALYSIS
An in-depth analysis of institutional or subject level performance in THE’s suite of global rankings. We also provide institutional level simulation of rankings performance, with detailed analysis of strengths, weaknesses, and future opportunities.

GLOBAL ACADEMIC REPUTATION ANALYSIS
An examination of academic reputation via analysis of evidence collected from researchers globally participating in THE’s Academic Reputation Survey.

STRATEGY EVALUATION
Support to evaluate your current institutional strategy via engagement with key internal decision key internal decision makers and to deliver for future direction.

BRAND HEALTH CHECK
The health check process will give valuable insights into your overall brand performance, considering different aspects of your brand presence, including awareness, reputation and positioning.

ACADEMIC NETWORK ANALYSIS
Using advanced bibliometric analysis techniques, we can provide granular level analysis of academic networks globally and advise on engagement and collaboration strategies.

CUSTOMISED SOLUTIONS
Our team of expert higher education consultants work with our clients to design bespoke solutions in direct response to your requirements. Often combining analysis of several existing THE data sources, and appropriate methods of gathering primary data and evidence, to deliver insights and recommendations.
Our Team

ELIZABETH SHEPHERD
Managing Director, Consultancy
Elizabeth leads Times Higher Education’s Consultancy team. She has over 17 years’ experience in international higher education research and consultancy. She has worked in the UK, North America and East Asia, and specialises in internationally comparative research methods, evaluation methodology and education policy analysis. Elizabeth joined the THE in December 2019 to lead our consultancy services team, and develop the strategic support offered to universities and governments globally. Elizabeth is also studying towards the completion of a PhD, exploring the language-in-education policy context of Vietnam.

NICKI HORSEMAN
Principal Higher Education consultant
Nicki Horseman joined Times Higher Education in 2015 when the World University Rankings were taken in-house and she has been instrumental in developing the THE data team. More recently, she has moved into a consultancy role, working with universities around the world to help them analyse their performance and develop strategies and actions to tackle the challenges they face. To this she brings 13 years of experience working in higher education as assistant director of strategic planning at the University of Exeter.

ELAINE CHAN
Senior Higher Education consultant
Elaine is a Senior Higher Education Consultant at Times Higher Education with seven years of experience in the global education sector. Elaine works with universities around the world, providing data-driven insights to help them make informed decisions and reach strategic goals. Prior to joining THE she led the University of British Columbia’s international student recruitment efforts in Hong Kong, Mainland China and emerging markets in the Asia Pacific region. She completed a B.A. in political science & economics at UBC and is now based in Hong Kong.

MARK TWEDDLE
Senior Higher Education consultant
Mark joined Times Higher Education in March 2020, as a Senior Higher Education Consultant. He brings a wealth of experience in social and market research, with particular focus on labour market research and studies related to skills and education policy. An example project which Mark led is the UK Employer Skills Survey, one of the largest employer surveys in the world. As a senior higher education consultant, Mark now works with universities around the world helping them analyse their performance through data-driven insights, as well as developing our team’s capacity to offer bespoke primary research to complement the wealth of data held by THE.