




PRIYA MENON

University Relations Manager

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United States, Austin, TX 

PROFESSIONAL SUMMARY

Strategic University Programs Manager at IBM with a combined background in higher education administration and corporate partnership development. Specializes in designing scalable early talent initiatives, fostering academic alliances, and aligning industry needs with university curricula in fields such as AI, data science, and cybersecurity.

EDUCATION

Master of Education in Higher Education Administration

University of Texas at Austin / Graduated: May 2015

Certifications

- *Employer Education Partnerships – EAB* | Issued: February 2024
- *Career Services Strategy in Higher Ed – NASPA* | Issued: November 2023

SKILLS

- University partnership strategy Expert
- Cross-sector collaboration Expert
- Employer engagement metrics Expert
- Program design and implementation Expert
- Tools: Salesforce, Asana, Handshake, Airtable Expert

LANGUAGES

- Hindi – Professional Proficiency
- Spanish – Conversational

AWARDS

- IBM Academic Alliance Award (2022)
- Texas A&M Career Services Innovation Award (2018)

EXPERIENCE

2019 - Now

University Relations Manager IBM / Austin, TX

- Lead partnerships with over 25 academic institutions to implement co-branded certification programs focused on emerging technologies.
- Advise faculty on aligning coursework with IBM's workforce needs in AI, cybersecurity, and data analytics.
- Organize national faculty summits and manage academic research collaborations to support long-term talent development.
- Launch and oversee student ambassador programs to promote brand visibility and engagement on campuses.
- Track and report on university pipeline performance, measuring candidate conversion and program ROI.

2015 - 2019

Assistant Director, Employer Relations Texas A&M University

- Supported 300+ employers in organizing on-campus recruiting events, job fairs, and company presentations.
- Created and implemented engagement metrics to evaluate employer activity and increase student-employer match rates.
- Collaborated with academic departments and student organizations to improve targeted employer outreach.