



Empowering alumni research

Your partner for alumni research and data enrichment

Introduction

AlumniScan is a data-driven alumni analytics platform that helps universities and schools unlock rich insights about their graduates. By leveraging a global database of over 500 million business professionals and their education histories, AlumniScan can enrich institutional alumni data with up-to-date career information and deliver in-depth research on alumni outcomes. This means your alumni office can quickly learn where graduates are now, what they're doing, and how they've succeeded. And you can do it all within a single comprehensive service. AlumniScan was founded as a spin-off of Akela Hub (a leading data intelligence firm), and its team of data experts is based in The Netherlands.

Unlike traditional alumni directories or basic data append services, AlumniScan offers tailored research projects that answer your institution's burning questions about alumni impact. It goes beyond simply updating contact info as the platform scans across LinkedIn, company databases, news, and more to find alumni who became entrepreneurs, executives, researchers, public figures, and other achievers. Every engagement is customized: you define the question, and AlumniScan's analysts build a custom query to find the answer. This bespoke approach sets AlumniScan apart from one-size-fits-all competitors, yielding deeper insights than standard alumni tracking tools. For example, when one Dutch university wanted to quantify how many of its graduates had founded companies, AlumniScan identified almost 2,000 alumni entrepreneurs for them, which is a level of detailed discovery that generic alumni databases could not easily provide.



"Finding information about our alumni that founded a business has always been a resource-intensive process. With AlumniScan, I have better data without the frustration of gathering this information in a structured way."

Hein Roelfsema – Lector Saxion University of Applied Sciences

Another key differentiator is the speed and simplicity of the service. AlumniScan delivers key information and reports within a week, with minimal hassle for your staff. There's no complex software to learn; the AlumniScan team handles the heavy data lifting and presents clear results. The platform can be used as a one-off research partner or an ongoing monitoring solution, depending on your needs. Notably, pricing starts at \$10K per research question, reflecting the depth of analysis and custom attention provided. This transparent project-based pricing ensures you only pay for the specific insights you seek,

making it a scalable solution for institutions large and small. In short, AlumniScan turns your alumni network into actionable intelligence. We enrich your data, benchmark against peers, and uncover the stories that showcase the value of your education.

Our workflow: Seamless Integration

AlumniScan's process is designed to fit into your existing alumni data environment, including direct integration with popular CRM systems like Blackbaud. Whether you use Blackbaud's Raiser's Edge NXT or another alumni database, AlumniScan can securely connect via API or work with exported data to ingest your alumni records. This means there's no need to manually re-enter data. AlumniScan operates on data you already have, enhancing it with external information. The workflow is also flexible: some schools opt for a full integration that keeps their Blackbaud system synced with AlumniScan's updates, while others prefer a one-time data extract for a specific research project. In all cases, data security and privacy are paramount; AlumniScan follows strict GDPR-compliant practices to protect personal information.

Once your alumni list is in hand, AlumniScan follows a proven multi-step workflow to deliver insights:

1. **Data integration & cleaning:**

AlumniScan begins by taking your alumni data (either via a direct Blackbaud integration or through a secure file transfer) and cleaning/matching it against our master dataset. (If you don't have this information stored in a proper database, we just use our master dataset with all the alumni that have declared that they joined your institution). We'll standardize names, merge duplicates, and map alumni unique IDs so that subsequent findings can tie back into your system. At this stage, we also define the scope of the research with you. This could be for example, which graduating classes or which specific subset of alumni to focus on, ensuring the analysis aligns with your goals.

2. **Intelligent scanning & enrichment:**

Next, our platform scans dozens of sources to enrich each alumni profile with current information. This includes checking professional networks (e.g. LinkedIn), business databases (for company founding or executive roles), news articles, and public profiles. AlumniScan's data engine automatically finds key updates such as current job titles, employers, industries, locations, and notable achievements for your alumni. During this scan, we apply smart filters to identify information relevant to your research question. For instance, if you're interested in alumni entrepreneurs, we look for signs of company founding or ownership (e.g. "CEO & Founder" titles, Crunchbase entries); if you're studying geographic distribution, we gather location

moves and country of residence, and so on. This step saves your team countless hours. Instead of manually Googling alumni, you receive an automated yet curated enrichment across “all the platforms” that alumni might appear in.



UNKNOWN
UNIVERSITY
OF APPLIED SCIENCES

“Keeping track of our alumni has always been a hassle. They change locations, jobs and expertises. The collaboration with Alumniscan helped us to stay ahead of the game and be pro-active to our alumni.”

Jurgen Nieuwenhuijsen – Managing Director Unknown University

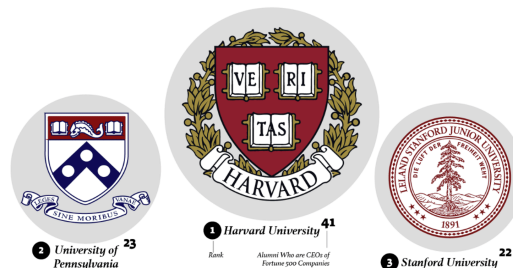
3. **Analysis & reporting:** With enriched data in place, AlumniScan performs a custom analysis to directly answer your research questions. Our analysts and algorithms quantify the results (e.g. counting alumni founders, calculating percentages staying in-country, identifying the top companies employing your grads) and package the findings into a clear report. You’ll receive visualized insights including charts, tables, and maps, either in a presentation format or in a document. If requested, we can provide a Google Looker Studio dashboard pre-loaded with filters for you to explore the data, or simply deliver a PDF white paper with the key findings. We also support CRM integration: if desired, the newly found data (like updated job titles or contact info) can be pushed back into your Blackbaud or Salesforce database to update each alumni record. Finally, we review the results with you to ensure they meet your needs, and we can iterate on any follow-up questions. The outcome is a set of actionable insights – backed by data – that you can use for strategy, engagement, fundraising, or reporting to stakeholders.

Throughout this workflow, AlumniScan emphasizes collaboration and transparency. You see each step of the process, and we tailor our search based on your feedback (for example, refining the definition of “entrepreneur” or excluding certain data sources if needed). Our goal is to make alumni research “instant insights, no hassle” – delivering answers quickly without adding workload to your team. In short, we handle the data heavy-lifting while you reap the benefits of deeper alumni knowledge.

Research Questions we answer

AlumniScan helps educational institutions answer a wide range of strategic questions about their alumni. Some examples include:

- *How many of our alumni have started businesses within five years of graduation?*
This question helps gauge the entrepreneurial impact of your programs. AlumniScan can identify which graduates became founders or co-founders of companies (and how soon after leaving campus), giving a metric for alumni entrepreneurship. For instance, a Dutch university used our service to learn that thousands of its alumni launched companies in their early careers, information that is now used in promotional materials for prospective students.
- *How many Fortune 500 C-Level executives are among our alumni?*
Universities often want to know if their alumni have ascended to the highest levels of industry. AlumniScan can cross-reference the Fortune 500 list of CEOs with your alumni records to find any matches. This reveals whether your school has produced CEOs of major corporations (and if so, how many and in which industries). The findings can be used to highlight notable alumni in marketing campaigns or to build connections with those high-profile graduates.
(For example, Florida State University discovered that alumni like Bob Sasser – CEO of Dollar Tree Inc. – are leading prominent companies.)



- *How many of our alumni have a Wikipedia page, IMDb listing, or YouGov profile?*
This question digs into the public prominence of your alumni. AlumniScan will check how many alumni have Wikipedia biographies, film/TV credits on IMDb, or profiles in public opinion databases like YouGov. A surprising number of alumni may turn out to be noteworthy authors, actors, politicians, or public figures with such profiles. Knowing this helps you surface “famous alumni” for your newsletters or alumni magazine. It also indicates the broader cultural impact of your graduates beyond just the business world.
- *What percentage of alumni stay in-country after graduation?*
Especially for universities with international student populations, it’s valuable to know where graduates end up living and working. AlumniScan can determine the global distribution of your alumni. For example, we might find that 75% of your alumni remain in the United States while 25% have relocated internationally, or that a significant portion work in specific global hubs (e.g. London, New York, Singapore). This insight informs your international alumni chapters strategy and

can guide where to focus overseas engagement or career support. We can break down the data by cohort or degree program as well, showing trends in mobility over time.

- *Which companies or industries employ the largest number of our alumni?*

Institutions often wish to identify “alumni hubs” in the job market. AlumniScan can list the top employers of your alumni and the industries most represented. You may discover, for instance, that a particular tech company has hired 150 of your graduates, or that an outsized percentage of alumni work in finance versus academia. This information is useful for strengthening corporate partnerships, tailoring career services, and boasting about the networks new graduates can tap into. It essentially maps out where your alumni have clustered professionally since leaving the university.

These are just a few examples. AlumniScan can tackle nearly any question about your alumni as long as data signals exist to find the answer. From identifying which alumni could be prospective major donors (by looking at career success and philanthropy signals) to finding alumni who could serve as expert guest speakers in a given field, the possibilities are extensive. Our philosophy: *“From founders to researchers to ministers to CEOs – we will find them all.”* By asking the right questions, you unlock powerful narratives about your alumni community that can drive engagement and institutional advancement.

Case Study: Florida State University (FSU) Alumni CEOs

To illustrate AlumniScan's capabilities, consider a case study examining Florida State University and how many of its alumni have gone on to become CEOs. FSU is a large public university with an alumni base of over 400,000 living graduates worldwide (as of 2023). Using publicly available data, we set out to estimate what percentage of these alumni have attained chief executive positions in their careers.



Our research approach combined LinkedIn alumni analytics with startup and business databases. First, we noted that roughly *310,000 FSU alumni* are on LinkedIn, which provides a sizable sample for analysis. Within this group, we searched for alumni with titles like "Chief Executive Officer," "CEO," or equivalent leadership roles. We also looked at databases such as Crunchbase, Tracxn and Dealroom for FSU alumni who are listed as founders or C-level executives of companies. By cross-referencing these sources with FSU's alumni lists, we identified several thousand individuals who have held CEO positions. These range from alumni who founded small businesses and assumed the CEO title, to those who climbed the corporate ladder at major firms.

What did we find? The analysis suggests that on the order of a few thousand FSU alumni (approximately 1–2% of the total alumni population) have become CEOs. This includes both current and former chief executives. In percentage terms, it's a relatively small slice (after all, becoming a CEO is a rare achievement), but non-negligible for a school the size of FSU. The vast majority of alumni have taken other career paths (law, medicine, education, mid-level management, etc.), but roughly one out of every 50–100 alumni can say they've led a company or organization as its chief executive.

In FSU's case, we estimate roughly 1.2% of alumni have become CEOs (the highlighted segment), while ~98.8% have not. This proportion aligns with expectations for a broad comprehensive university. For context, many graduates pursue diverse roles outside of executive leadership. Nonetheless, that 1–2% represents a significant number of people when the alumni base is hundreds of thousands strong.

Among FSU's alumni-turned-CEO are some notable names. For example, Bob Sasser, a Florida State alumnus, became the CEO of Fortune 500 company Dollar Tree Inc.. Other FSU graduates have led companies ranging from regional businesses to startups featured in the university's "Seminole 100" list of fast-growing alumni-owned companies. This shows that while FSU is not an Ivy League school, its alumni have made their mark in the business world. AlumniScan's deep-dive would enumerate all these individuals and provide FSU's leadership and advancement team with concrete data on alumni achievement.

The case study demonstrates how AlumniScan can deliver a nuanced alumni outcome analysis. Rather than relying on anecdotes, FSU's administration would gain hard numbers: an estimate of alumni CEOs, insights into which industries they're leading in, and even specific names to potentially engage (for mentorship programs, fundraising campaigns, or alumni spotlights). By having this information, FSU could proudly communicate that "X number of our alumni are CEOs, including leaders of major companies," or track if that number grows over time as a metric of success. It's a clear example of turning raw alumni data into a compelling story of impact.

(Note: This FSU analysis is based on illustrative publicly-sourced data. An official AlumniScan project would involve an even more comprehensive scan and verification process.)

Next Steps and Getting Started

AlumniScan is ready to help your institution unlock these kinds of insights about your own alumni. Getting started is easy: you can begin with a conversation to identify the alumni questions you're most curious about. We invite university advancement and alumni relations professionals to reach out and explore how AlumniScan can support your goals. This could be through data enrichment, custom research, or ongoing alumni tracking.

For a live demonstration or to discuss a potential project, schedule a meeting with our team. Our Founder & CEO, Giels Brouwer, and Head of Partnerships, Marco Schrage, are available to walk you through the platform and tailor a solution for your needs. In a 30-minute demo, we can show you examples of our reports and discuss what questions you'd like answered about your alumni. We'll also happily connect you with reference clients to speak about their experience and the outcomes they achieved. If you are a Blackbaud customer, feel free to access our applications through the Blackbaud marketplace or Blackbaud Raiser's Edge NXT.

The next step is simply to get in touch. You can contact us via email at marco@alumniscan.com, visit our website to Book a Demo or schedule a meeting with Marco through: <https://www.callmar.co>.

We will work with you to understand your objectives and propose a research plan that fits your timeline and budget. Remember, with AlumniScan there is “no hassle”. We handle the data work so you can focus on strategy and outreach. Let us help you discover the untold stories in your alumni community and turn data into actionable alumni engagement strategies.

Ready to unlock your alumni insights? Reach out to AlumniScan today, and let's transform your alumni data into meaningful impact for your institution. We look forward to partnering with you to celebrate and leverage the successes of your graduates.



Giels Brouwer

Founder & CEO

giels@alumniscan.com

+316 4377 9858



Marco Schrage

Head of Partnerships

marco@alumniscan.com

+316 513 58 785

<https://www.callmar.co>