



Lynnerup & Ansell

PARTNERS IN HIGHER EDUCATION TRANSFORMATION

Our Mission

Lynnerup & Ansell helps leaders across the higher education sector solve their most vital challenges. We partner with colleges, universities, systems, foundations, technologists, and other leaders to drive transformative, measurable, enduring improvements. We deliver high impact for you, acting as trusted, objective advisors dedicated to your success.

Our Areas of Expertise

We focus on the most critical issues facing higher education today, providing deep expertise and data-driven solutions in the following areas:

- **Strategy and Finance** Partnering with colleges, universities, systems, and state agencies to craft visionary strategies, develop sustainable financial frameworks, and optimize resource allocation for mission success.
- **Enrollment Management and Growth** Leveraging advanced analytics and market insights to enhance recruitment and retention, and to ensure your growth trajectory serves your specific student success aims and strategic plans.
- **AI-Powered Transformation** Empowering organizations to harness AI and digital technologies to reimagine educational delivery, enrich student and faculty experiences, and unlock new institutional capabilities.
- **Operational Excellence** Driving improvements in institutional effectiveness by redesigning core operations, streamlining processes, and embedding robust performance management cultures.
- **People and Organizational Effectiveness** Building resilient, adaptive organizations through leadership development, strategic organizational design, and effective change management.

Our Commitments

Our professional practice is built on a foundation of integrity, expertise, and a relentless focus on client success. When you work with us, you can expect:

- **Your Interests Placed First:** This is our foremost value. We treat your challenges as if they were our own, and we are committed to achieving a substantial return on your investment. We only undertake engagements where we can deliver transformative results.
- **A Fact-Based Perspective:** To be of value, our counsel must be independent and objective. We are obligated to tell you the truth as we see it, grounded in rigorous analysis, regardless of the popularity of our views.
- **A Firm Focused on Impact:** We are selective in our work, concentrating on engagements of the highest strategic importance. This focus ensures our efforts have the maximum possible impact and that we implement our recommendations successfully.
- **Confidentiality:** We hold our clients' information in confidence. We exist to make you successful, not to promote our own work. This discretion is non-negotiable.

Executive consulting leadership

Rasmus Lynnerup

Senior Partner

Rasmus Lynnerup is a transformative leader with over 20 years of experience spanning strategy management consulting and executive roles in the public and civic sectors. His work is driven by a mission to apply the best elements of the private sector to serve the public good, with a particular focus on reforming higher education to improve student outcomes. His experience includes:

- Vice President at Arizona State University, the most innovative institution of higher education
- Principal of the Civic Consulting Alliance focusing on strategic issues facing the Chicago region. Clients included City of Chicago, Cook County, and State of Illinois executive leadership
- Executive Vice Chancellor (Chief Strategy Officer and Chief Academic Officer) for the City Colleges of Chicago, a district of 110,000 students
 - Led "Reinvention," a highly successful reform program in higher education
- Strategy and Operations consulting with McKinsey & Company

As a first-generation college student, he is passionate about creating a more transparent and integrated public higher education system in America.

Charles Ansell

Senior Partner

Charles Ansell has deep experience designing and executing student success reforms across urban institutions, statewide systems, and national networks. His career has been dedicated to building more effective pathways for students, with a focus on data-informed strategies and the practical application of technology.

- Vice President at Complete College America, a national non-profit organization advancing credit mobility, student success, and guiding institutions on the responsible integration of AI.
- Chief Operating Officer (COO) for the Community College System of New Hampshire, overseeing strategic planning, finance, and technology.
- Senior Associate Vice Chancellor at the City Colleges of Chicago, where he was instrumental in designing and implementing a systemwide structured pathways system.

A nationally recognized expert in connecting metrics to action, he is committed to helping institutions use data and AI to build systems that reflect the real journey of the learner and foster continuous improvement.