

GMAC buys The MBA Tour

The global association of leading graduate business schools, Graduate Management Admission Council (GMAC) has acquired The MBA Tour, which was established in 1993 as an independent and quality information source regarding MBA admissions.



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[The MBA Tour](#) supports business schools' global recruiting efforts by organising business education-focused events each year around the world.

GMAC aims to add value by integrating its market intelligence and digital assets to create a richer event experience and attract prospective students through comprehensive recruiting solutions that align its data, reach and presence along multiple candidate touchpoints. In addition, GMAC is looking to expand The MBA Tour events into currently underserved markets, bringing easier recruiting access to a new pool of prospective students.

“The acquisition of The MBA Tour is part of an ongoing effort to develop smarter, more innovative ways to help business schools grow their candidate pipeline while providing programs with more intuitive, data-driven solutions to meet their recruiting needs,” said Sangeet Chowfla, president and CEO of GMAC. “Building a robust and diverse pipeline is a critical issue facing business schools around the world, and GMAC recognises the important role it plays in connecting schools and candidates.”

The MBA Tour, now wholly owned by GMAC, began operation in 1993. It hosts over 60 business education events each year across six continents and connects candidates with business schools from North America, Europe, Asia, Australia and South America.

“The MBA Tour has always been committed to providing the best opportunities for schools to meet qualified candidates,” said Peter von Loesecke, CEO and Managing Director of The MBA Tour. “GMAC is well-positioned to make these events more compelling for schools and candidates by using their data and scale to better prepare candidates and schools for more meaningful discourse.”

The acquisition was completed on 10 January 2019.

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