

FOR IMMEDIATE RELEASE

Admit.me Access Names Bianca Keys as Chief Executive Officer

Transformative leader to guide newly independent company in expanding access, representation, and innovation in MBA admissions

St. Louis, MO, October 1, 2025 — Admit.me Access, the premier MBA admissions resource trusted by top business schools and ambitious candidates, proudly announces the appointment of Bianca Keys as Chief Executive Officer, effective October 1, 2025.

Keys' appointment marks a significant milestone as Admit.me Access becomes an independent company, with Keys serving as majority owner and CEO. Magoosh will retain a minority ownership stake and a seat on the company's Board of Directors, with Bhavin Parikh, CEO of Magoosh, continuing to provide strategic guidance at the board level.

"Admit.me Access has a mission to make high-quality educational material accessible to all while providing unparalleled access and expert guidance to MBA applicants," said Bhavin Parikh. "We believe Bianca's vision and exceptional experience will ensure Access continues to deliver the high-quality partnerships, programming, and outcomes expected, while also creating opportunities for innovation and growth."

Keys brings over a decade of leadership in higher education admissions, talent development, and student success. Most recently, she served as Director of Recruiting at The Consortium for Graduate Study in Management (CGSM), where she played a pivotal role in expanding access and opportunities for future business leaders. Under her leadership, Fellowship cohorts grew from just over 400 students to more than 865, and she helped expand the organization's reach to 25 member schools, significantly broadening its national impact.

"I am honored to step into this role at such a pivotal time," said Bianca Keys. "Admit.me Access is a powerful platform that drives ambition, achievement, and opportunity. My heart has always been in education and in building pathways for individuals to rise, advance, and succeed. I look forward to scaling our impact and ensuring Access remains an indispensable partner in graduate management education."

As CEO, Keys will lead the company's strategic growth, deepen institutional partnerships, and invest in new innovations to deliver unmatched value for both schools and students. Admit.me Access currently serves more than 5,000 members, supports 300+ Fellows with a 90%+ MBA acceptance rate, and partners with 30+ leading business schools worldwide.

A breast cancer survivor, mentor, and advocate, Keys has dedicated her career to expanding opportunity and accessibility in education. Her leadership reflects a deep

commitment to equity, representation, and excellence, values that align with Admit.me Access's mission to level the playing field for ambitious students everywhere.

In addition to her work in higher education, Keys is the owner of SafeSmart Transportation, a thriving St. Louis-based transportation company, and co-owner and co-creative producer of Comedic Mind Frame Entertainment, which develops platforms for emerging comedians and musicians. She remains actively involved in civic and philanthropic initiatives that strengthen her hometown of St. Louis.

Keys holds a Bachelor of Arts in Criminal Justice/Police Science from Lindenwood University and a Master of Arts in Business Management and Leadership from Webster University. She also earned the Grant Professionals Certification (GPC) and a Project Management Certificate from Webster University.

Under her leadership, Admit.me Access will continue providing a comprehensive suite of resources, expert mentorship, and a community that empowers applicants to navigate the MBA admissions process with confidence and clarity.

For more information about Admit.me Access, visit [**www.admitmeaccess.com**](http://www.admitmeaccess.com).

About Admit.me Access

Admit.me Access is the comprehensive MBA resource trusted by top schools and driven by expert admissions guidance. Through its programs Access Membership, Access+, and the Access Fellowship, Admit.me Access delivers premier tools, expert coaching, and innovative technology that create clear pathways to success for ambitious applicants worldwide. Over its storied history, the organization has supported more than 5,000 candidates, helping them achieve a 90%+ MBA acceptance rate across 30+ leading business schools.

About Magoosh

Magoosh is a leading provider of online test preparation for the GRE®, GMAT®, LSAT®, MCAT®, SAT®, ACT®, TOEFL®, and IELTS®. To date, more than 6 million students have studied with Magoosh. Its mission is to make test prep effective, accessible, and enjoyable for all learners. The name “Magoosh” is derived from an Old Persian word meaning “one who is highly learned, wise, and generous.”