



Senior Management Team



Eeva Deshon
President and
Chief Executive Officer

Eeva Deshon was appointed president of Heald College in July 2010. She is just the 10th president in over 148 years of educational excellence.

Eeva joined Heald in 2007 as the College's chief financial officer and had responsibility for finance, accounting, purchasing, financial aid, human resources and regulatory compliance. Under her leadership, Eeva significantly enhanced Heald's financial processes and controls by implementing standardized reporting, centralizing the college's financial aid operations, and designing an internal regulatory compliance program.

Eeva's background in post-secondary education spans over 10 years. After working as a practicing certified public accountant (CPA) in New Hampshire, Eeva moved in mid-career to the position of chief financial officer at McIntosh College, a regionally accredited career college. While at McIntosh, she guided the owner through a sale of the college to Career Education Corporation.

In 2000, Eeva relocated to the West Coast to hold a series of posts at the California Culinary Academy. She served as financial controller, vice president of operations, and ultimately became the campus president in July of 2004. In these roles, Eeva was successful in growing the campus in excess of 200 percent over a eight-year period.

Eeva received her Bachelor of Science in Accounting from Southern New Hampshire University.



Terry Rawls
Senior Vice President and
Chief Academic Officer

Terry Rawls joined Heald College in July 2010 and is responsible for academic administration, accreditation, student support services, curriculum, instruction and Heald Online.

Terry was most recently with Jones International University (JIU) in Denver, Colo., where he served as vice chancellor of academics. While with Jones International University, Terry grew the school more than 50 percent each year while maintaining the university's regional accreditation (NCA). Terry also led efforts to spearhead an entirely new state-of-the-practice assessment system and to secure NCATE accreditation for JIU's teacher education programs. Under his leadership, a reorganization of the academic unit built new capacities in faculty and curriculum management, as well as student services and institutional research.

Prior to joining JIU, Terry was the president and academic dean for The College of Public Leadership in Washington, D.C. In addition, he has served for 15 years in a variety of academic and administrative roles at Central Michigan University, starting there as an assistant professor and leaving as interim vice president and the interim executive director of ProfEd, the division of CMU that delivers educational programs online and at more than 60 locations across North America.

Terry holds degrees from the University of Iowa (B.S.), Georgia State University (M.Ed.), and Idaho State University (Ed.D.).



Jim Mirr
Senior Vice President and
Chief Financial Officer

Jim Mirr joined Heald in 2007 and was formally appointed as chief financial officer in August 2010. He is responsible for accounting, capital investment, financial aid, student accounts, and business/strategic planning.

Jim previously served as the vice president of financial aid at Heald College. In this role, he developed and implemented a centralized financial aid administration model and a default prevention plan. His background in post-secondary education spans over seven years.

After running a self-owned financial planning company in 2003, Jim moved into the position of director of student finance at Texas Culinary Academy and later served as the vice president of finance. At the end of 2004, Jim transferred to the California Culinary Academy as the vice president of finance.

Jim received his Bachelor of Science in Accounting Management from Purdue University and is a certified financial planner.



Eric Rajasalu
Senior Vice President of
Marketing and Admissions

Eric Rajasalu serves as senior vice president of marketing and admissions for Heald College. He was appointed to this role in January 2011.

Eric joined Heald College in October 2003. He has been a long-standing member of Heald's leadership team and has served in various roles in marketing, admissions and business development. Eric previously spent three years leading Heald's inquiry generation, branding and public relations efforts as the vice president of marketing.

Prior to joining Heald, Eric served as vice president of strategic accounts and director of sales for the Northern California Division of Corporate Express, a multi-national, multi-billion dollar distributor of office products, furniture and promotional products.

Eric's breadth of business experience, combined with two degrees from San Diego State University — a Master of Arts in Education (Multicultural Counseling focus) and a Bachelor in Arts in International Business (Latin American Studies focus) — provides a deep understanding and capacity to better serve the diverse needs of the Heald student population.

Eric volunteered for four years on the board of directors (two years as board president) of Each One Reach One, a California nonprofit that works to divert incarcerated youth from a life in prison to become productive community members through mentor-based performing arts and academic tutoring programs.