



EDUVENTURES

EDUVENTURES STAFF BIOGRAPHIES

CAILIN AHERN

Advisor, Client Services

As a Client Services Advisor, Cailin partners with member institutions to identify their priorities and needs in order to advise them and connect them to the appropriate resources and expertise at Eduventures. Previously at Eduventures, Cailin worked with academic and administrative leaders to research and address strategic, operational, and marketing challenges in higher education. Prior to Eduventures, Cailin worked in the Advancement Office at Suffolk University, where she helped launch its centennial campaign and grow its academic programs and institutes. She earned her B.A. in history at Boston University, and is currently finishing her M.P.A. at Suffolk University's Sawyer Business School, examining new models of philanthropy in the higher education and non-profit sector. Cailin also serves as a tutor and volunteer grant writer for 826 Boston, a youth writing center in Roxbury, MA.

JEFF ALLEN

Senior Human Resources Specialist

As a Senior Human Resources Specialist at Eduventures, Jeff's responsibilities include the administration of benefits, managing the internship program, processing payroll, and recruiting. He graduated in 2005 from Northeastern University with a B.A. in business administration with a concentration in human resources, and has been with Eduventures since January 2006.

MINDY ANASTASIA

Principal Analyst

Mindy is Eduventures' lead expert on teacher preparation and schools of education. She leads Eduventures' Schools of Education Learning Collaborative (SOE-LC), which is focused on delivering data and research to schools of education to inform program improvement, sustainable growth, effective and efficient operations, recruiting and retaining faculty, and outcomes assessment. In this capacity, Mindy facilitates SOE-LC member-wide events and leads collaborative research. Mindy's work has received national attention, and she has presented Eduventures' analysis to numerous schools of education leadership teams and at national conferences, including APLU, USDLA, AACTE, and the Sloan Consortium's annual meetings. Prior to joining Eduventures in 2006, Mindy worked with The Education Resource Institute to help prepare Boston Public School students to enter college. Mindy holds a B.A. in elementary education from Purdue University and an M.Ed. from Harvard University.

MELANIE ANDRICH

Principal Analyst

Melanie is Eduventures' lead expert on continuing education issues and operations. She leads the Continuing and Professional Education Learning Collaborative (CPE-LC) and contributes subject matter support to Eduventures' Online Higher Education Learning Collaborative (OHE-LC). Melanie brings 15 years of practical experience designing and directing award-winning international and experiential education programs, fully online and hybrid degree programs, and credit and noncredit continuing education programs. She specializes in nurturing partnerships among self-support operations, academic departments, and faculty. Just prior to joining Eduventures, she was Assistant Dean for Entrepreneurial Programs at Rutgers University's School of Communication and Information, charged with identifying emerging markets and partnership potential, and managing ambiguity and risk in planned growth for programs, operations, and organizational design. Melanie earned her B.A. in French at the University of Georgia, her M.Ed. at Rutgers University – New Brunswick, and her EMBA with a concentration in finance at Rutgers University – Newark.

ERIC BASSETT*Vice President & Practice Leader*

As leader of the Industry Practice, Eric guides executives through periods of growth and change with strategy development and planning. He is a seasoned strategy consultant and market analyst, having worked for some of the fastest-growing and most successful companies in a variety of industries.

Starting with Eduventures in 2003, Eric has directed Industry Research, Consulting, and Conferences. His clients have included most of the major vendors and investors in K-12 and higher education, colleges looking to enhance revenues, and non-profit organizations seeking to expand. From 2006-09, Eric developed new lines of business for a major industry software and services provider, where he initiated and directed the company's growth strategy in markets such as faculty productivity, student retention, administration of online learning, and advanced operational analytics.

Prior to entering the education industry, Eric consulted to corporate leaders about how to better compete and grow in industries from manufacturing to health care to financial services. He assisted start-ups and Fortune 500 category leaders with implementing "disruptive" strategies to create new markets, forecast business volumes, make appropriate resource investments, and develop acquisitions and partnerships.

Eric holds an MS from Georgetown University and a BA from Duke University.

TRACEY BINGHAM*Membership Director*

Tracey is responsible for driving membership growth, focusing on introducing new members to Eduventures' Enrollment Management Learning Collaborative and Academic Leadership Learning Collaborative. Tracey brings over five years of experience in sales and marketing to Eduventures. Prior to joining the company, Tracey worked as a Regional Manager for EF Institute for Cultural Exchange, a global education, language, and travel company. Tracey developed the foundation for EF's innovative and growing product, EF College Study Tours, a new travel study program within higher education designed to infuse global perspectives into classroom learning. During her time as Regional Manager at EF, Tracey visited with over 300 colleges and universities nationwide, advising faculty and administrators on program selection and implementation, curriculum design, and student engagement. Tracey also had the opportunity to work in EF's regional offices in Rome, Paris, and Madrid, conducting research for product development, building partnerships with universities abroad, and hosting orientation trainings for faculty. Tracey holds a B.A. in business and communication from the University of New Hampshire.

HALLIE BOGER HARTMAN*Managing Director, Client Services*

As the Managing Director of Eduventures' Client Services team, Hallie is responsible for ensuring that Eduventures is partnering with its clients to help them reach their strategic goals. Prior to managing the Client Services team, Hallie was a Consultant at Eduventures. As a Consultant, Hallie managed projects that enabled higher education institutions and education-industry companies to develop effective growth strategies and win new business. Her areas of higher education research have included adult learners, online education, college marketing, retention, and domestic and international student recruitment. Prior to joining Eduventures, Hallie developed course content for adult learners as part of The Advisory Board Company's Academies and taught English literature and ESL at Shanghai Jin Cai High School's International Division in China. Hallie also worked in product management and marketing for a leading U.S. toy company and in the Head of School's Office at a prominent Washington, D.C. private high school. Hallie holds an M.B.A. from Duke University, where she focused on strategy and marketing, and an A.B. in psychology from Harvard University.

LAURA BOOTHROYD*Director, Consulting Sales*

Laura brings 15 years of consulting experience to Eduventures' Consulting Services practice. Her most recent engagements in the higher education and K-12 space include devising an international expansion strategy, evaluating ROI of a new product launch, and offering existing programs and services via new delivery channels. Laura has completed several benchmarking studies with higher education and K-12 clients related to enrollment processes, sales strategies, pricing, curriculum, and student support services. Laura brings a broad business perspective to engagements having worked with clients in a variety of industry verticals including financial services, loyalty and incentives, HR outsourcing, technology, and travel. Prior to joining Eduventures, she was VP of the Financial and Business Services practice at Fuld & Co., a leading competitive intelligence consulting firm. She also launched and headed up three business units at Dalbar, a leading financial services research and consulting firm in Boston. Laura holds a B.A. from the University of Massachusetts at Amherst and has completed graduate level coursework at Harvard University.

KARLYN BORYSENKO*Marketing Programs Manager*

As the Marketing Programs Manager, Karlyn is responsible for all inbound and outbound marketing activities for the Eduventures' suite of products. She conceives and develops innovative marketing programs that drive demand for Eduventures' research, advisory, and consulting services and crafts the messaging and positioning to appeal to leaders in the higher education space, as well as to businesses and not-for-profit organizations serving the education industry. Karlyn has over seven years of experience in both higher education and marketing. Prior to joining Eduventures, Karlyn was the Director of Social Media at Southern New Hampshire University and served as an independent digital communications strategy consultant to a variety of small businesses and non-profits. Karlyn previously worked as the Director of Marketing Communications at Fire Engine RED, as a Web Producer at Dartmouth College, and an Interactive Recruitment Manager at Norwich University. Karlyn holds an M.B.A. from Norwich University and a B.S. in communication from Boston University.

MARINA BRAUCH*Senior Advisor, Client Services*

Marina, a Senior Advisor to Eduventures' clients, partners with institutions to understand their most pressing needs and challenges in order to advise them and connect them with the appropriate resources and expertise at Eduventures. Previously at Eduventures, Marina served as a Senior Research Analyst covering Eduventures' Continuing and Professional Education and Online Higher Education Learning Collaboratives, and addressed strategic and tactical questions from individual members. Prior to joining Eduventures, Marina held administrative positions at Georgetown University and the US-UK Fulbright Commission in London, England. In these roles, she helped deliver international education programs to students and executives. Marina has also worked at the Tuck School of Business where she planned and implemented Executive Education programs. She graduated cum laude with Omicron Delta Epsilon and Pi Mu Epsilon honors from St. Lawrence University with a B.A. in economics and a minor in mathematics. She earned her M.B.A. (specializing in marketing informatics) from Boston College, where she served as a research assistant in the Organizational Studies Department at the Carroll School of Management.

NOAH CARP*Managing Director, Finance and Operations*

Noah is responsible for managing the company's corporate finance function, including financial planning and analysis, accounting, and financial reporting, as well as the company's sales operations. Noah joined Eduventures in 2006 as a Senior Analyst, covering postsecondary education to support clients' market strategies. Before joining Eduventures, Noah managed the Customer Research Group at EMC, where he was part of the Strategic Research Group's management team. Noah also brings an in-depth understanding of the postsecondary education market through leadership roles within Brandeis

University's Alumni Relations and Annual Fund organization. Noah holds a B.A. from Brandeis University and an M.B.A. from the Carroll School of Management at Boston College.

MEGAN CARTER

Marketing Associate

Megan works with the Marketing team to implement marketing strategies that drive program membership and enhance the Eduventures' brand. She supports marketing department initiatives, including e-mail and social media campaigns, brand strategy development and implementation, market research, and new business development projects. She is also responsible for planning and coordinating conferences and events and assists with the development of the Annual Member Meeting. Megan graduated from Elon University in 2010 with a Bachelor of Arts in strategic communication, focusing in digital art. She is a member of Lambda Pi Eta, the National Communication Studies Honor Society and the Boston Chapter of the American Marketing Association.

ANGELA CAVANAUGH

Marketing Associate

Angela works on the Marketing team creating, supporting, and implementing strategies to enhance the Eduventures' brand. She directly controls e-mail and direct mail campaigns, brand development, conference and collateral support, special project requests, and implementation of business development missions. She is also a key member of assisting and managing initiatives for the Annual Member Meeting. Angela graduated from Assumption College in 2010 with a Bachelor of Arts in English with a concentration in mass communications.

FELICIA CHANCY

Administrative Assistant

Felicia is responsible for managing the day-to-day office operations and for overseeing all public spaces and ensuring overall efficiency of the office space. Felicia also manages the Copy Center where she is responsible for large print jobs, creation of sales packets, and managing inventory and ordering of all supplies. In addition to her office management responsibilities, Felicia also assists Finance with LOAs, collections, and review of company expense reimbursements and also assists HR with scheduling candidate interviews, preparing for newly hired employees, and updating PTO accruals. Prior to joining Eduventures, Felicia was the Executive Assistant at Bismarck Phillips, a public relations firm specializing in the fashion and beauty industry. Felicia graduated from Suffolk University in 2010 with a Bachelor of Arts in journalism and communications. She is a member of the Big Sister Association of Greater Boston.

SACHA CHINIERA

Research Associate

Sacha is a Research Associate on the Content Services team and is responsible for employing a range of qualitative and quantitative research methodologies to assist institutions with their decision-making. Prior to joining Eduventures, Sacha managed marketing at the French Cultural Center in Boston. She graduated from Bowdoin College with a B.A. in history and a minor in theater. At Bowdoin, she developed an interest in higher education while working alongside students and staff at the Office of Admissions, the Center for Learning & Teaching, and the Women's Resource Center.

SUZANNE CHO

Associate Advisor, Client Services

As a Client Services Associate Advisor, Suzi strategically partners with member institutions to help them achieve their short- and long-term goals by serving as the main point of contact, connecting each member with their peers, data, and Eduventures' experts. Previously, Suzi was a member of the Eduventures' research team. As a Research Associate, she helped member institutions better understand the continuing education and online higher education markets and addressed strategic and tactical questions from individual members. Prior to joining Eduventures, Suzi was a student coordinator for the Office of

Residential Life at Boston College, where she managed the finances for summer operations. While completing her B.A. in economics and international studies at Boston College, Suzi interned at the Harvard Graduate School of Education and IDC consulting in Beijing, using her knowledge of Mandarin in market research.

ALFRED DELICICCHI

Senior Developer

Alfred (A.J.) has been with Eduventures since 2004, first assisting the marketing department with conference outreach activities, then moving to IT Coordinator, and eventually to his current position, Senior Developer. He currently divides his time between Web site development and internal projects for CRM and marketing. In addition, he works on integration efforts between the various Eduventures support systems. Prior to working at Eduventures, A.J. worked in retail banking in the Greater Boston area from 1997-2004, taking a year off in 2000 to work at an Internet start-up where he first began his IT career. A.J. completed Web development certification from Clarke University in Braintree and earned a B.A. in computer science, cum laude, from Boston University.

GERALD M. DIGIUSTO, PH.D.

Vice President & Practice Leader

Gerry serves as the Practice Leader for Eduventures' programs in Continuing and Professional Education, Online Higher Education, and Schools of Education, leading the development of new products and services for Eduventures' members built on cutting-edge research and expertise. He has nearly 15 years' experience in various roles across higher education in the United States and abroad as a teacher, researcher, and consultant. Gerry has recently advised universities on enrollment management issues ranging from developing a professional recruitment structure for graduate enrollment, building more effective student services for veterans, and creating successful and sustainable international partnerships. Gerry brings a broad perspective to his role, having previously played a research and management role in each of Eduventures' Learning Collaboratives. Prior to joining Eduventures, Gerry served as a Postdoctoral Research Associate at Princeton University's Niehaus Center for Globalization and Governance, as an Assistant Professor in Bowdoin College's Department of Government and Legal Studies, and as a researcher at the U.S. Department of Justice Antitrust Division. He graduated from Bowdoin College and earned his M.A. and Ph.D. in political science/international relations from Duke University.

CHRIS ELIA

Membership Director

Chris is responsible for driving membership growth for Eduventures' Continuing and Professional Education and Online Higher Education Learning Collaboratives. Based out of Boston, Chris focuses on identifying and meeting the needs of new customers located east of the Mississippi River. Previously, Chris worked as a Membership Representative for Eduventures' Schools of Education Learning Collaborative, providing sales support and insight. Prior to his time at Eduventures, Chris worked for Percussion Software, providing web content management solutions to companies with annual revenues of \$100 million or greater. Chris also spent two years working for the English Lacrosse Association in London, England, where he played and coached lacrosse all over Europe. He graduated from Merrimack College with his B.S. in business administration and a concentration in marketing.

KRISTEN D. FOX

Vice President & Practice Leader

Kristen leads Eduventures' teams serving Provosts, Advancement, and Enrollment Management professionals. She ensures that Eduventures' clients have access to cutting edge data, analysis, advising, and insight that allows them to identify and navigate what is next in higher education. Kristen has over ten years of experience as a consultant and advisor to the education, government, and non-profit sectors and has worked with hundreds of universities across the United States. Her client engagements have helped institutions develop growth and branding strategies, achieve accreditation,

identify cost-savings opportunities, improve fundraising results, and facilitate university-wide strategic planning. Kristen has presented at national industry conferences, including AACTE, AACSCU, ACHE, and CASE and her work has been cited in publications such as Inside Higher Education and the Boston Globe. Prior to joining Eduventures, Kristen held positions at the U.S. Department of State, the International Equity Research Team at the Evergreen Investment Management Company, at Colgate University in the Development Office, and was selected as a Presidential Management Fellow. She also taught undergraduate global history and writing courses at the University of California, San Diego. Kristen holds an M.A. from the University of California, San Diego and a B.A. from Colgate University. Kristen is active in community service and serves on the Boston Board of the American Foundation for Suicide Prevention.

MATT GAMBINO

Managing Vice President, Sales & Marketing

Matt Gambino brings more than 15 years of education sales, marketing, and business development experience to Eduventures. Matt's accomplishments in the higher education industry have ranged from building sales organizations to channel development initiatives to hands-on training of best sales and marketing practices. Prior to joining Eduventures in 2012, he was Vice President of Marketing and Sales for Catapult Learning. Previous to Catapult, Matt spent 10 years at Cengage Learning (formerly Thomson Learning), where he helped develop the organization's suite of digital assessment solutions into a ten million dollar business through key roles in sales, marketing, and technology product development leadership.

Matt's bestselling book, *50 Minutes to Better Software Demos* (Crisp Publishing, 2010), provides sales and marketing professionals with a straightforward approach for preparing and delivering crisp, compelling software presentations and sales demonstrations. A member in good standing of the National Speakers Association (NSA), Matt keynotes worldwide on topics such as sales methodology and sales presentation skills. Matt received his B.A. in English with a concentration in writing from Bridgewater State College.

RICHARD GARRETT

Vice President & Principal Analyst

Richard is Eduventures' lead expert on online higher education. He leads the Online Higher Education Learning Collaborative (OHE-LC), a membership program for institutions seeking to grow their online enrollment and develop sustainable online operations. The OHE program is a unique source of intelligence on adult and online higher education enrollment and programming trends, evolving consumer demand, school positioning, and operational strategies. Richard also provides subject matter support to Eduventures' Continuing and Professional Education Learning Collaborative (CPE-LC). Richard has over 15 years of experience researching higher education trends worldwide, particularly online learning, non-traditional students, internationalization, and commercial activity. Prior to joining Eduventures in 2005, Richard was Deputy Director of the Observatory on Borderless Higher Education in the United Kingdom, a position he held from 2001 to 2005. Publications include *Online Higher Education Market Update* (2011-latest version), *Online Learning Across State Borders* (Eduventures, 2011), *Continuing and Professional Education- Health, Innovation & Prospects* (Eduventures, 2010), *Benchmarking Online Operations: Snapshots of an Emerging Industry* (Eduventures, 2009), *Competing in Online Higher Education 2008* (Eduventures, 2008), *Blending In: The Extent & Promise of Blended Learning in the United States* (Sloan-C, 2007), *Online Higher Education: Retention Benchmarks and Strategies* (Eduventures, 2007), *E-Learning in Tertiary Education: Where Do We Stand?* (a 2005 book commissioned by the OECD, Paris), and *The Global Education Index 2005* (a study of 50 firms worldwide operating in the postsecondary education market, OBHE, 2005). Richard has also worked as a researcher in the School of Education, University of Surrey and at the Quality Assurance Agency for Higher Education, both in the United Kingdom. Richard earned both a B.A. and an M.A. from King's College, University of London, as well as a Post-Graduate Certificate of Education from the University of Cambridge.

SAMANTHA GOLDSTEIN*Manager, Content Services*

Samantha is the Manager of Content Services and is responsible for training and managing Associates and Analysts on the Content Services team, reviewing proposals and deliverables, and executing custom research. Prior to her current role, Samantha was a Research Analyst in Eduventures' Continuing and Professional Education and Online Higher Education Learning Collaboratives. Before Eduventures, Samantha worked as an Assistant Area Director and Assessment Coordinator at Babson College, while completing her Ed.M. in higher education from the Harvard Graduate School of Education. At Babson, she supervised student employees while developing program proposals and evaluation tools intended to enrich the undergraduate student experience. Previously, Samantha worked as a paralegal at a consumer advocacy law firm in Chicago and obtained her B.A. in English and political science from Northwestern University.

JILLIAN GREMBOWITZ*Research Associate*

Jillian is a Research Associate in Content Services at Eduventures where she conducts qualitative and quantitative research for institutional clients. Prior to joining Eduventures, Jillian worked as a Marketing Fellow for the Institute for Public Service at Suffolk University while completing her Master of Public Administration degree with a specialization in non-profit management. At Suffolk, she assisted with increasing MPA enrollment, social media and web content management, as well as other student-oriented marketing. She also conducted market research for the Alzheimer's Association of Massachusetts and New Hampshire. Previously, Jillian received her BS in business administration at Bryant University with a major in marketing.

VICTORIA HALL*Research Analyst*

Vicki is an Analyst and key member of the Eduventures' team covering market and operational issues related to enrollment management and the student experience. Her quantitative expertise and strong research skills support clients in understanding major trends in the decision-making of college bound students and the factors that promote student persistence and success. During her tenure at Eduventures, she has helped senior leaders optimize operations, manage change while undergoing key cultural shifts, promote student success through effective service and support programs, make strategic decisions about program development, better use social media tools, and convey a unique value proposition through marketing and branding strategies. Prior to joining Eduventures, Vicki managed the daily operations of WORK: A Journal of Prevention, Assessment, and Rehabilitation, an international peer review journal. Vicki holds a B.A. in mathematics and statistics from Boston University, where she spent a study abroad semester in Grenoble, France. Vicki is also an active leader in the Greater Boston Rotaract (the Rotary organization for young adults), a role that she has maintained since her undergraduate years.

MAURICE HARRIS*Senior IT Specialist*

As a Senior IT Specialist, Maurice's primary role involves providing desktop, network, and telecommunications support for the company. He is also responsible for holding IT Orientation sessions for new employees, placing orders and maintaining relationships with vendors, and onboarding new IT team members. Prior to joining Eduventures, Maurice worked at the Corporate Executive Board as a Desktop Support Analyst. He holds a B.S. in business information technology from Virginia Tech.

RUSTY HARTLEY*Principal Analyst*

Rusty brings a deep background in consulting and exposure to a broad range of industries and disciplines to Eduventures. His experience managing consulting engagements includes strategic advisory services, enterprise risk management, and business process assessments in the higher education, high

technology, healthcare, and international sectors. In the early 2000's, he was co-founder of a B2B internet services firm that was a precursor to today's cloud computing initiatives. Prior to this, he was part of the risk management and higher education consulting practices at PricewaterhouseCoopers. Rusty started his career as corporate banker with Chemical Bank where he managed relationships and provided corporate finance solutions for Fortune 500 clients and prospects. He has an MBA from Columbia Business School in New York and recently served as the President of the school's Boston alumni organization. He also serves as a Board member of Columbia Business School's "Boston Gives Back" initiative; a program that provides pro-bono consulting services to local non-profits. Rusty received his BA in geology from Washington and Lee University in Lexington, VA.

KRISTEN HEWETT

Research Analyst

Kristen is an Analyst on the Content Services team and is responsible for employing a range of qualitative and quantitative research methodologies to assist institutions with their decision-making. Additionally, she manages the membership-wide annual alumni survey initiative for the Schools of Education Learning Collaborative. Kristen's experience at Eduventures began as a research team member for the Schools of Education Learning Collaborative. In this role, she partnered with Deans and Directors of Assessment to identify priorities, provide resources and expertise, and conduct custom research pertaining to issues of teacher preparation, assessment, market feasibility, and faculty support. Prior to joining Eduventures, Kristen provided research and data assessment for student services at Stonehill College and Ramapo College of New Jersey. She also worked as a Research Fellow in the Emotion Development Laboratory at Boston College, where she conducted field research with children on theory of mind development and wrote an honors thesis on the differential effects of survey response formats. Kristen graduated magna cum laude from the Honors program at Boston College with her M.A. in higher education administration and B.A. in psychology. She holds a Massachusetts teaching license in Mathematics 8-12.

LAUREN HIMML

Principal Analyst

Lauren is a Principal Analyst at Eduventures focused on aiding higher education clients address issues related to Assessment and Institutional Effectiveness. Drawing on her expertise in using measurements to impact change, Lauren works with institutions to improve assessment operations and outcomes on their campuses. Specifically, Lauren specializes in using her 22 years of strategy and planning experience to support institution-wide accreditation, faculty engagement, and innovation initiatives. While at Eduventures, Lauren has worked with cabinet-level university leaders on a wide variety of engagements that have helped institutions successfully manage the accreditation process, improve student success, and assess new program opportunities. Prior to joining Eduventures, Lauren led marketing impact studies as Director of Measurement and Consumer Insights at AMP Agency, a firm specializing in non-traditional advertising. She holds a B.A. degree in economics and mathematics from Simmons College.

ANNE INNIS, PH.D.

Senior Advisor, Client Services

Anne builds deep relationships with member institutions and guides them through their Learning Collaborative membership in her role as a Senior Advisor. Anne's previous role with Eduventures was as a Senior Member Advisor in the Continuing and Professional Education Learning Collaborative where she facilitated strategy sessions, focused member research priorities, and led member roundtables. Prior to Eduventures, Anne conducted research on the risks of climate change to major U.S. corporations at Ceres, a coalition of institutional investors and environmental organizations. Before Ceres, Anne was a Fellow at the Smithsonian Institution, where she carried out her doctoral research in partnership with the University of Maryland. Anne has also developed public education programs for the Massachusetts and National Audubon Society. Anne holds a Ph.D. and M.S. in biology from the University of Maryland and a B.A. from Skidmore College.

JOSHUA KENISTON

Senior Analyst

Josh is a Senior Analyst in Eduventures' Development practice area, working with clients to assess fundraising operations, diagnose and overcome barriers to fundraising success, and developing innovative data-driven solutions. Josh plays a key role developing and disseminating industry-leading work focused on effectively allocating staff and budget resources to maximize return on investment. Josh's recent client engagements have included work to develop management dashboards, the assessment of stewardship and major gift operations, and the development of tailored engagement and solicitation strategies for young alumni and other key constituencies. Josh has been a speaker at industry conferences such as CASE and APRA and his work has been published in CASE Currents Magazine. Prior to joining Eduventures, Josh worked as an Assistant Director of Annual Giving at Emerson College providing strategic direction for the leadership giving program as well as maintaining a portfolio of 150 potential donors. Josh was first introduced to the development field as a student member on the Board of Trustees at Ithaca College and has continued his involvement with his alma mater as the President's Associates Young Alumni National Chair. Josh holds an Ed.M. in higher education from Harvard Graduate School of Education. He graduated cum laude from Ithaca College with a B.S. in communication, management, and design. Josh is an avid outdoorsman and can be found most weekends hiking or skiing in the mountains of New England.

SUE KIFFNEY

Database Manager

Sue has been with Eduventures since 2007 and is responsible for the administration and support of the company's CRM system. In this role, Sue also develops reports and dashboards to inform Eduventures' senior leaders in their management of the company's operations and trains all employees on database management processes. In addition, Sue manages the integration of Eduventures' marketing automation application with the CRM system. Prior to joining Eduventures, Sue worked as a CRM Systems Analyst at an online learning management system provider. Sue earned her B.A. in international relations from Syracuse University.

EMILY MADDEN

Research Analyst

Emily is an Analyst, with expertise in teacher preparation and education policy. Emily conducts research and analysis to guide Eduventures' Schools of Education Learning Collaborative (SOE-LC) members in designing and launching new programs, adopting innovative practices, and streamlining their operations. Her most recent work includes designing an economic impact assessment measuring the contributions schools of education make to their local and regional economies. Emily brings broad, practical expertise in K-12 education to the SOE-LC team, as well as a strong knowledge of current issues of education policy. Prior to joining Eduventures, Emily taught English for four years to upper school students at an independent school in Washington, DC. She earned her B.A. in English from Williams College and her M. Ed. in education policy and management from Harvard Graduate School of Education.

ANDREW J. MAGDA

Senior Analyst

Andrew is a Senior Analyst in Eduventures' Continuing and Professional Education Learning Collaborative (CPE-LC) and Online Higher Education Learning Collaborative (OHE-LC). Andrew plays a lead role in the development of major CPE-LC and OHE-LC research studies, known as Collaborative Research, and conducts both remote and on-site strategy sessions with member institutions. Andrew also assists members with their research needs and questions about the CPE or OHE markets. Andrew brings to his role prior experience in higher education, non-profit, and private sector market research, which he developed as a project manager overseeing primary research projects at the Center for Survey Research and Analysis (CSRA) at the University of Connecticut (UConn). At CSRA, Andrew specialized in a number of research methods, including telephone, paper, and online surveys as well as in-depth

interviews and in-person focus groups. Andrew earned his M.A. in survey research from UConn and his B.A. in political science with a certificate in public opinion from Marist College.

ALICIA M. MARTINELLI

Managing Vice President, Finance and Operations

Alicia joined Eduventures in 1999 and has managed the finance and operations function since 2000. She is responsible for all corporate finance activities and leads company initiatives with respect to coordination, control, and measurement. In addition, Alicia oversees company operations and infrastructure. Before joining Eduventures, Alicia managed operations at the David Lavin Agency, a lecture agency serving the higher education market. Alicia has more than 10 years' experience in business operations and corporate finance. She holds a B.A. in economics and anthropology from Wellesley College.

PAUL O. MILLER

Membership Representative

Paul is responsible for driving Learning Collaborative membership growth, focusing on introducing new members to Eduventures' Development Learning Collaborative (DEV-LC) and Enrollment Management Learning Collaborative (EM-LC). Paul previously worked in admissions for his alma mater, Gordon College in Wenham, MA, where he graduated with a B.A. in English literature. As an Admissions Counselor and Senior Admissions Counselor, he recruited in primary and reach markets covering seven states and locally managed outreach for a competitive urban leadership scholarship. As a member of Gordon's senior leadership team, Paul evaluated technology utilization for recruitment, conducted new staff training, and evaluated applications and financial aid appeals. College-wide, he also served on the Academic Support Center Committee and chaired the Staff Welfare Committee for Professional Development. Paul's commitment to excellence in higher education began because of a mentoring program with the provost and a Great Books honors seminar on intellectual history and educational philosophy during college.

EMILY MINTON

Director, Human Resources

Emily joined Eduventures in 2004 and is responsible for all aspects of the human resources function, including recruiting, benefits and compensation, training and development, employee relations, and the company's internship program. Prior to Eduventures, Emily worked in human resources for Massachusetts Institute of Technology, Hill Holliday, Professional Staffing Group, and the Department of the Army. Emily is a Phi Beta Kappa graduate of Tufts University with a B.A. in child development.

LESLEY NELSON

Member Services Manager

Lesley ensures that every member of the Continuing & Professional Education and Online Higher Education Learning Collaboratives receives high-quality customer service as part of the membership experience. Previously, Lesley was a member of the Eduventures' research team for four years, during which time she worked in various capacities to assist institutions in growing and enhancing their online programs. Lesley brings to Eduventures her experience from the public sector, having worked as a business strategy consultant for the City of New York, as well as from the private sector, where she supported the international and domestic corporate debt trading practices of several arbitrage and hedge funds. Lesley holds a J.D. from the University of Connecticut School of Law, a B.A. from Amherst College, and a Five-College Consortium certificate in International Studies. She has also attended the School of Oriental and African Studies at the University College London.

MARK R. NEMEC, PH.D.*President & CEO*

President and Chief Executive Officer Mark Nemec joined Eduventures in 2011, coming to the organization from Forrester Research's executive team. Mark brings to Eduventures extensive leadership experience and research and advisory expertise, along with a passion for higher education. He is responsible for creating value for clients and shareholders through the strategic guidance and growth of the company. As Managing Director at Forrester, Mark led the Technology Industry Client Group, overseeing the global strategy and day-to-day operations of Forrester's offerings for hardware, software, and services providers. He also drove the firm's acquisitions of Strategic Oxygen from Monitor Group in 2009 and Springboard Research from Knowledge Platform in 2011. Prior to that role, Mark was a vice president running the Forrester Leadership Boards (FLBs). Before joining Forrester, Mark was a senior director at the Advisory Board Company, a research consultancy based in Washington, D.C.

Previously, Mark served on the faculty in Political Science at Davidson College, where his work focused on how organizations and their leadership manage innovation and navigate constraints. He has also been a member of the review board for thinkwell.com, a publisher of online college textbooks; a policy advisor on technology and development to the Chairman of the Los Angeles County Board of Supervisors; and an instructor at the University of Michigan.

Mark's book, *Ivory Towers and Nationalist Minds* (University of Michigan Press, 2006), assessed the impact of American universities on the establishment of the American state. In what has been called "a wonderful, learned, and original work, full of present-day relevance," Mark examines how a community of university leaders negotiated the complexity of the turn of the century to establish themselves as the primary institutions for defining societal and political change. He is also a contributing author to *The Educational Legacy of Woodrow Wilson* (University of Virginia Press, 2011), stemming from his presentation at a 2009 Princeton University conference on the same subject.

Mark received his Ph.D. in political science (American Politics) and his M.A. in education (Higher Education) from the University of Michigan, where he was awarded a Regents Fellowship and a Rackham Dissertation Fellowship. He earned his B.A., cum laude, at Yale, where he was also an All-Ivy League rugby player.

LAUREN NICOLL*Advisor, Client Services*

As a Client Services Advisor, Lauren partners with institutions to understand their most pressing needs and challenges in order to advise them and connect them with the appropriate resources and expertise at Eduventures. Prior to joining Client Services, Lauren spent five years serving higher education and non-profit clients as a Research Analyst, first at Northeastern University's Dukakis Center for Urban and Regional Policy, and the past year in Eduventures' Continuing and Professional Education Learning Collaborative (CPE-LC) and Online Higher Education Learning Collaborative (OHE-LC). She enjoys working with colleges and universities to help them make informed decisions about new program development, student surveying, and strategy and operations. Her experience and interest in higher education spans boundaries - Lauren has been involved in student affairs, admissions, and alumni relations as a past leader of student organizations at the graduate and undergraduate levels, co-chair of Drew University's Orientation Committee, and a member of the Drew Alumni Recruitment Team. Lauren has also been an instructor at Northeastern University. She graduated magna cum laude from Drew University and completed a master's degree and Ph.D. coursework in sociology from Northeastern University.

JEFF NIXON*Associate Web Developer*

Jeff is an Associate Web Developer as part of Eduventures' IT Team. Jeff does day-to-day website updates, as well as the design and development of new pages and tools for the website. He also helps out with video editing. Prior to working at Eduventures, Jeff spent a year working as a Jr. Web Developer

at Davis Advertising in Worcester. There he held his first full-time job in Website Development and created websites and web advertisements for various clients in the Worcester area. Jeff earned a Bachelor's Degree in communications at Fitchburg State University with a focus in interactive media and a minor in art.

TOSIN OLANIYAN

Senior Accountant

As a Senior Accountant for the Finance Team, Tosin is responsible for the financial accounting and reporting function that includes managing the month-end close, preparing financial statements, and managing the annual audit process. Tosin joined Eduventures Inc. in July 2011 and brings experience from her previous roles at The Mentor Network and MHPI. She has also worked for Loyalty One in Toronto and for The Discovery Channel and Mossimann's in London. Tosin holds a Bachelors of Commerce from the John Molson School of Business at Concordia University Canada.

HEATHER O'LEARY

Principal Analyst

Heather is the Principal Analyst for Enrollment Management and advises clients in areas including marketing and recruitment, branding, communications, and retention. She plays a lead role designing and executing the annual research agenda and on client consulting engagements, helping our clients to identify, plan for, and navigate emerging trends. Heather has over 10 years of experience as a practitioner in enrollment management, specializing in strategic planning, marketing, and program management. She has a proven track-record of creating and implementing recruiting programs to drive growth and exceed business performance objectives and is a creative strategist who informs her work through in-depth research and analysis. Prior to joining Eduventures, Heather spent 11 years in admissions and student services for the University of California, Davis Graduate School of Management, most recently as Director of Admissions. UC Davis consistently ranks in the top 10% of AACSB-accredited business schools in the world. She also held marketing roles for Hasbro, Inc. and the March of Dimes. Heather has an M.B.A focused in marketing and strategic management from the University of California, Davis and a B.S. in psychology from Roger Williams University.

MARY KAYE PEPPERMAN

Senior Membership Director

Mary Kaye is responsible for growing and enhancing the membership of the Schools of Education Learning Collaborative by introducing new members to the program and providing members with access to resources and services. Prior to joining Eduventures, Mary Kaye owned her own consulting company, Pepperman & Associates, which specialized in recruiting and retention and provided strategic guidance to such companies as Johnson & Johnson and Olympus America. She also worked as a Sales Manager at Boston Scientific and Procter and Gamble, where she was responsible for managing sales teams and results and received multiple awards for her outstanding performance. For the past six years, Mary Kaye has held a PTA leadership position at Creek View Elementary School in Alpharetta, GA, serving as President for the last two years. She has also served on Fulton County's Technology and Hiring committees. Mary Kaye graduated from Florida State University with a degree in political science and communications.

CARA QUACKENBUSH

Principal Analyst

Cara is the Principal Analyst in Eduventures' Development practice area, assisting clients with key strategic and operational decisions to support their fundraising success. Among other initiatives, she helps development organizations optimize their operations to attain a greater return on investment, engage boards, deans and other key stakeholders, effectively manage frontline staff, and stay on top of new and developing trends in advancement. Cara is an advancement professional with more than a decade of fundraising, accounting, management, and marketing experience at institutions of higher education. Cara's experience spans annual giving, major giving, volunteer management, alumni

engagement, parent fundraising, and planned giving. She has also conducted research on management practices and strategies in higher education, including higher education accounting practices, presidential leadership techniques, and legal policies affecting planned giving. Cara is a frequent presenter at industry conferences and events, including CASE, and her work has been published in CASE Currents. Prior to joining Eduventures, Cara was the Associate Director of Gift Planning at Boston College, where she helped launch the university's \$1.5 billion capital campaign as well as its first-ever legacy gift campaign. Cara also worked in both the annual fund and the office of planned giving at her alma mater, Santa Clara University, where she earned her B.A. in journalism. Cara holds an M.B.A. and an M.S. in accounting from the Carroll School of Management at Boston College, where Cara won the M.B.A. Business Plan Competition.

MEAGHAN RAJKUMAR

Research Analyst

Meaghan is a Research Analyst on the Content Services Team and is responsible for employing a range of qualitative and quantitative research methodologies to assist institutions with their decision-making.. Prior to her current role, Meaghan was a Research Analyst in Eduventures' Continuing and Professional Education Learning Collaborative (CPE-LC) and Online Higher Education Learning Collaborative (OHE-LC). Meaghan helped member institutions better understand the continuing education and online higher education markets and addressed strategic and tactical questions from individual members. Prior to joining Eduventures, Meaghan conducted research to inform the academic committee that oversees the Boston College undergraduate core curriculum, was Vice President of the Graduate Student Association, and chaired the inaugural Graduate Scholarship Symposium, an interdisciplinary conference dedicated to graduate and professional student research. She also previously worked in the Department of Collaborative Projects at the Medical Academic and Scientific Community Organization (MASCO) to enhance institutions of higher education and healthcare through partnerships. She graduated with honors from Xavier University with a B.A. in political science and earned her M.A. in political philosophy from Boston College.

ASHLEY REIDY

Research Analyst

As an Analyst with Eduventures Content Services team, Ashley brings her strong research and quantitative skills to support the diverse needs of the higher education market by providing solutions that will aid in their decision-making processes. Her previous research experience includes extensive primary and secondary research on social development indicators, including how gender, race, and socio-economic conditions impact higher education outcomes. Prior to joining Eduventures, Ashley served as the Assistant Project Manager at the Institute of Regional Development, where she was responsible for developing surveys, conducting in-depth quantitative analysis, and presenting results to clients. She earned her master's degree in international affairs and political science from the University of Georgia and earned her bachelor's degree in political science from Bridgewater State University, where she graduated with summa cum laude honors.

BEN REY

Account Representative

Ben is responsible for driving business growth for Eduventures Consulting Services. Based out of Boston, Ben focuses on identifying and meeting the needs of new customers both in higher education and in the industries that serve colleges and universities. Prior to his time at Eduventures, Ben worked as a non-profit consultant and then in the admissions office of a New England liberal arts college. Ben holds a B.A. from Wheaton College, a M.Div. from Gordon-Conwell Theological Seminary, and has completed graduate-level coursework at Boston College.

MARK ROONEY

Research Analyst

Mark Rooney is an Analyst on the Content Services team and is responsible for employing a range of qualitative and quantitative research methodologies to assist institutions with their decision-making. Prior to Eduventures, Mark worked as a Senior Analyst at RKM Research and Communications, where he executed custom research projects for clients across dozens of industries. He has helped clients develop new brand identities, measure pricing effects, evaluate return on investments, identify growth opportunities, and maximize market share by identifying drivers of consideration and customer loyalty. For several long-term engagements, he participated extensively in qualitative data collection, deploying metaphor elicitation and other in-depth interview techniques to reveal consumers' non-conscious associations with products, services, and ideas. Mark earned his B.A. in English from Vassar College.

JEFF RUDBERG

Membership Representative

As part of the sales team, Jeff is responsible for generating new membership by introducing the Schools of Education Learning Collaborative to colleges and universities across the country. Jeff joins Eduventures after working as an Admissions Counselor at Gettysburg College. In addition to serving as a territorial recruitment manager for five states, he took on roles in communications, event planning, and web content management. As a Senior Admissions Intern, Jeff started his career in higher education interviewing prospective students while earning his Bachelor of Arts in sociology from Hamilton College.

CHRIS SAN ANTONIO-TUNIS

Research Analyst

Chris San Antonio is an Analyst on the Content Services team and is responsible for employing a range of qualitative and quantitative research methodologies to assist institutions with their decision-making. Chris brings experience in education research and client management to Eduventures. Prior to joining Eduventures, Chris worked to promote data gathering and evidence-based decision-making in the school districts of southern New Hampshire. He also worked directly with students and teachers to develop custom education plans for students who were disengaged from the learning process. Chris received his bachelor's degree in psychology from Saint Michael's College, and his master's in education from the Harvard Graduate School of Education. At Harvard, Chris worked with professors and community leaders to evaluate the efficacy of school intervention programs. Chris' findings were presented at the Harvard Graduate School of Education's "Prevention Science and Practice" Research Conference.

STEPHANY SHELTON

Research Associate

Stephany is a Research Associate on the Content Services team where she provides a range of qualitative and quantitative research skills to help institutional clients make decisions. Prior to joining Eduventures, Stephany interned with the government compliance team at EF Foundation, working with students interested in international secondary education. She also participated in a student-led service trip to the Dominican Republic where she conducted a comparative study of educational systems in the Dominican Republic and United States. Stephany graduated cum laude from the Boston College Honors Program with a Bachelor of Arts in political science and a minor in economics.

RACHEL SMOOKE

Research Analyst

Rachel is an Analyst on the Content Services team and is responsible for employing a range of qualitative and quantitative research methodologies to assist institutions with their decision-making. Before moving into her current role, Rachel was an Associate on Eduventures' Continuing and Professional Education and Online Higher Education Learning Collaboratives and with Eduventures Consulting Services (ECS). Prior to Eduventures, Rachel worked as a Research Assistant at Union College's Healthy Aging and Neuropsychology Lab and taught English in Spain at the K-12 and professional levels. She graduated from Union College with a B.S. in psychology and a minor in philosophy.

CARA STRACHAN

Advisor, Client Services

As an advisor to Eduventures' clients, Cara works with member institutions to identify their priorities and needs in order to connect them to the appropriate resources and expertise at Eduventures. Cara's experience at Eduventures began in research and primarily focused on using academic and administrative assessment results to strategically inform university-wide planning and budgeting. She also conducted research to support individual client needs in areas such as operations and market research. Prior to joining Eduventures, Cara worked for SIT Study Abroad Ireland, a semester-abroad program in Dublin, Ireland. In her role as the Program Assistant, Cara collaborated with the Director to administer and deliver the program, co-facilitated excursions to Northern Ireland, and provided guidance and support to the students and homestay families. While an undergraduate student at Wheaton College, Cara was actively involved in the admissions office as a senior admissions intern and tour guide. She also helped raise funds for the college through her involvement with the Annual Fund. Cara graduated magna cum laude from Wheaton College (MA) with a B.A. in psychology and French studies.

MICHAEL J. TIERNEY

*Director, Technology
Finance and Operations*

Mike is in charge of supervising the team of IT specialists, database administrators, and Web designers. Mike ensures that excellent customer service is provided to the company, manages Eduventures' relationship with IT, and provides project management for technology initiatives. Additionally, he coordinates maintenance on central IT systems. Prior to working at Eduventures, Mike was the technology coordinator for a private school campus in Tuscaloosa, Alabama. Mike holds a M.S. degree in computer information systems with a concentration in information security from Boston University, and graduated magna cum laude from Boston College with an A.B. in computer science.

KAMELIA VALKOVA TURCOTTE

Senior Analyst

Kamelia is a Senior Analyst covering Eduventures' Continuing and Professional Education (CPE) and Online Higher Education (OHE) Learning Collaboratives. Kamelia is responsible for helping member institutions better understand the continuing education and online higher education markets and addressing strategic and tactical questions from individual members. Prior to joining Eduventures, Kamelia worked as a Student Manager at the Academic Technology Center at Bentley University where she managed 25 student assistants and the delivery of over 50 graduate hybrid classes. Prior to graduate school, Kamelia held finance-related positions for Northwestern Mutual Financial Network and J.P. Morgan Invest. Kamelia earned her M.B.A. with distinction from Bentley University.

KIM VANMOLLE

Director, Operations

Kim joined Eduventures in 2007. She is responsible for crucial internal operational activities, including managing vendor and property management relationships, overseeing the corporate travel and American Express programs, spearheading and managing company-wide projects, such as the physical move of corporate headquarters, and event planning for office and staff events. Kim also handles Eduventures' legal concerns, reviewing all non-standard vendor and client contracts. Before joining Eduventures, Kim worked as a New Business Development Representative at Monster.com. Kim graduated from the University of Massachusetts, Amherst with a B.A. in communication.

JENNIFER ZASLOW

Membership Director

Jennifer works with Development Learning Collaborative members and prospective members to develop engagement plans that achieve clients' desired goals for improved productivity, increased alumni and donor engagement, and achievement of campaign and annual fundraising goals. With Eduventures since 2006, Jennifer was Program Director and the founding Senior Analyst for the Development Learning

Collaborative and has managed the development of more than 150 research studies, including foundational studies on gift officer performance and productivity, transitioning donors to higher gift levels, and assessing return on staff and budget investments. Jennifer speaks regularly on client campuses and at advancement conferences, including the CASE Summit for Advancement Leaders and CASE district regional conferences, the Association of Fundraising Professionals, Big 10 and Big 12 annual development conferences, and the Jesuit Advancement Administrators conference. Her consulting to advancement leaders draws on nearly 15 years of experience researching management best practices and market trends with organizations such as the Human Resources Policy Institute at Boston University's School of Management and the Corporate Executive Board. Jennifer earned an M.B.A. with high honors from Boston University and a B.A., magna cum laude, from Smith College.

MAGGIE ZWEIBEN

Managing Director, Content Services

As the Managing Director of Eduventures' Content Services team, Maggie is responsible for the staffing, quality, and fulfillment of Eduventures' deliverables across all higher education domains. Prior to her current role, Maggie managed the research output for institutions in Eduventures' Continuing and Professional Education and Online Higher Education Learning Collaboratives, addressing strategic questions from individual members. Prior to joining Eduventures, Maggie was a Senior Research Associate at Forrester Research where she conducted research on executive management, serving a membership of more than 350 global chief information officers. While earning her B.A. in psychology from the College of the Holy Cross with magna cum laude honors, Maggie worked as a Teacher's Assistant for the Capitol Region Education Council and interned at the Center for Education Reform in Washington, D.C.