



MEDIA CONTACT
Cheryl Dutton
Tel: 413.549.1635
Fax: 413.549.1461
Email: Cheryl@aldenandassoc.com

Alden & Associates, Inc. Announces Key Additions to Higher Education Executive Search and Consulting Firm

Judith Sweet and David O'Brien Join Firm

AMHERST, MA—[November 27, 2007]—Alden & Associates, Inc., a national executive search and consulting firm for higher education today announced the addition of two nationally recognized leaders—Judith M. Sweet and David P. O'Brien, J.D. have joined the firm's executive search and consulting practice as senior associates.

"Judy and Dave are welcome additions to our management-level staff," said Betsy Alden, Ph.D., President and CEO of Alden & Associates, Inc. "They offer incredible professional backgrounds – both having served as directors of athletics at various levels of the NCAA, in addition to their work in other areas within higher education. They bring a wealth of experience and knowledge to a respected firm, dedicated to meeting the demands of a competitive marketplace, while ensuring quality and integrity. I am delighted to present their credentials to our clients as we continue to encourage broader access and diverse pools of candidates in our executive search practice, as well as in-depth and timely information through our consulting services."

Sweet, most recently Senior Vice President for Championships and Education Services at the National Collegiate Athletic Association (NCAA), joins Alden & Associates, Inc. to work with higher education clients on a variety of consulting projects, including Title IX reviews. In addition, she will serve as lead counsel on executive-level searches, particularly those linked to intercollegiate athletics, general counsel positions, and other executive-level searches. Sweet, a former NCAA membership President, and Director of Athletics at the University of California, San Diego has a reputation throughout the United States as an outstanding leader in higher education, intercollegiate athletics and gender equity. She will apply her extensive knowledge in these areas to benefit Alden's growing client list. Sweet is a graduate of the University of Wisconsin, Madison, where she majored in physical education and mathematics. She earned a Master's degree from the University of Arizona, Tucson, and an MBA from National University, San Diego.

Sweet stated, "Recent media stories have brought to the forefront some of the challenges facing higher education and collegiate athletics. Identifying strategies and solutions for each unique circumstance is

the goal of Alden & Associates. I am pleased to be a part of an organization committed to assisting institutions in strengthening their respective programs.”

O'Brien joins Alden & Associates, Inc., having recently served as Director of Athletics at Northeastern University. He has also been Director of Athletics at Temple University and Long Beach State University. At Alden & Associates, O'Brien will focus on a number of consulting-related areas, including feasibility studies, program reviews, and Title IX reviews to assist senior leadership across colleges and universities in managing their respective intercollegiate athletics programs. O'Brien will also serve as lead counsel for the higher education executive search practice as well as athletics-related searches. O'Brien has a broad background in higher education having served as assistant to the president for legal and legislative affairs at Montclair State University and assistant vice president for administration and finance at Long Beach State. He holds a certification in the field of sports administration from the Sports Management Institute, a Bachelor's degree from Moravian College, and his Juris Doctorate from Seton Hall.

“There is a growing need for effective leadership in higher education. Getting it right the first time with senior-level positions in higher education is vital,” O'Brien noted. “I am eager to share in the cause of providing counsel and expertise for the benefit of our clients and higher education overall.”

About Alden & Associates, Inc.

Founded in 1999, Alden & Associates, Inc. is a nationally recognized executive search and consulting firm focused on the unique needs of higher education. The firm specializes in senior-level executive searches across all areas of higher education, as well as consulting services specific to intercollegiate athletics, including feasibility studies, strategic plans, Title IX reviews, compliance reviews, risk management assessments and program reviews. Based in Amherst, MA, the firm provides expertise and knowledge to its distinguished list of clients. For more information on Alden & Associates, Inc., please visit: www.aldenandassoc.com.

###