

## **Eduventures Announces New President & CEO to Lead and Accelerate Growth**

*Leading higher education market research and consulting firm adds experienced research firm executive, faculty member, and author as its CEO*

**Boston, MA – October 24, 2011** – Eduventures, Inc., a research and consulting firm serving institutions of higher education, today announced that Mark R. Nemec, Ph.D., has joined the firm as President and Chief Executive Officer. Nemec brings to Eduventures his extensive leadership experience and research and advisory expertise, along with a passion for higher education. He joins the company from Forrester Research, where he served on the executive team as Managing Director.

Leading the search for Eduventures' new leader was Christopher Sobecki, Chairman of the company's Board of Directors. Sobecki noted, "Mark brings a unique blend of experience in research services and higher education that makes him the right person to build on Eduventures' strong foundation for growth and to lead the business into 2012 and beyond. Mark's leadership and vision will further guide Eduventures' ability to deliver compelling solutions our college and university partners require to be successful."

Previously, Nemec was a senior director at the Advisory Board Company and served on the faculty in Political Science at Davidson College. He has also been a member of the review board for thinkwell.com; a policy advisor to the Chairman of the Los Angeles County Board of Supervisors; and an instructor at the University of Michigan. Nemec is the author of *Ivory Towers and Nationalist Minds* (University of Michigan Press, 2006) and a contributing author to the forthcoming University of Virginia Press book, *The Educational Legacy of Woodrow Wilson*.

"Eduventures has built an excellent reputation among higher education leaders by offering unparalleled research and consulting to support data-driven decision-making," said Nemec. "I'm excited to join the Eduventures team and to provide our clients with the research, guidance, and solutions necessary for meeting and conquering their challenges and achieving their visions."

### **About Eduventures**

Eduventures, Inc. is a research and consulting firm with deep expertise in higher education. Through our Learning Collaboratives and Consulting Division, we work with senior leaders at higher education institutions to drive enrollments, raise funds, optimize the academic portfolio, and operate more efficiently. For more information, visit [www.eduventures.com](http://www.eduventures.com).