

NORTHEASTERN UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION ANNOUNCES NEW APPOINTMENTS

Boston, MA – March 24, 2006 – Northeastern University College of Business Administration (CBA) today announced several new appointments to its research fellowship chairs and administration.

Professor William F. Crittenden, Senior Associate Dean, Dean of Faculty – Bill Crittenden, Professor of Strategic Management, is a founding member of the Strategic Management Society. He has teaching and research interests in strategic planning, business strategy, decision making, cross-functional management, market development and entry strategies, sales, and strategic alliances. Professor Crittenden served as Chair of the Academy of Management's Public & Nonprofit Division. He has worked with such organizations as: Boston Beer Company, BAE Systems, EG&G, Lotus Software, Wal-Mart Stores, and Boston Management Consortium.

Kate E. Klepper, Director, Graduate Business Programs – Before returning to Northeastern as Director, Ms. Klepper was dean of graduate admissions at Babson College. Prior to that, she was the director of working professional programs and the manager of the High Tech MBA at Northeastern University. Ms. Klepper is an active member of the Graduate Management Admissions Council (GMAC) and represents Northeastern in that capacity. She has her MBA with a concentration in marketing from Northeastern University.

Professor Gloria Barczak, Co-Director, Executive MBA Program – Gloria Barczak, Associate Professor of Marketing, has accepted a position as one of the co-directors of the Executive MBA program. Along with Professors Ravi Ramamurti and Julie Hertenstein, Professor Barczak will be involved in supporting the program's academic mission and marketing activities. Professor Barczak will continue to teach a Marketing course in the program.

Professor Marc H. Meyer named Matthews Distinguished University Professor – Marc H. Meyer, Professor of Management and Director of Northeastern's High Technology MBA program has been named the Matthews Distinguished University Professor. Professor Meyer is planning to use the Matthews Professorship to complete his research and a book on how corporations can best leverage their core technologies to new market applications. He will also launch a new research program that focuses on new product development strategies for the health sciences. The Matthews Distinguished University Professorship is obtained by showing a commitment to education, effectiveness in teaching, and outstanding achievement in other areas.

Research Fellowships– These fellowships recognize the scholarly contributions and research potential of some of CBA's outstanding faculty. Each fellowship carries an annual expense budget to help support the faculty member's on-going research. Five new research fellows have been appointed for 2006:

- **Professor Olubunmi Faleye** – Finance Group – Llyod Mullin Research Fellow
- **Professor Rosanna Garcia** – Marketing Group – McCarthy Family Research Fellow

- **Professor Christopher Robertson** – Management Group – McCarthy Family Research Fellow
- **Professor Andrew Rohm** – Marketing Group – Denise and Robert DiCenso Term Professor
- **Professor Tim Rupert** – Accounting Group – James Carey Fellow

About Northeastern University College of Business Administration

Northeastern University College of Business Administration, established in 1922, provides its students – undergraduate, graduate and executive – with the education, tools and experience necessary to launch and accelerate successful business careers. Among many external measures of success, *U.S. News & World Report* ranked the College's bachelors program in international business 13th in the US and *Forbes* ranked Northeastern the 4th most entrepreneurial campus in the US. The College credits its success to a close partnership with industry; rigorous academics combined with the opportunity to apply learning in the workplace for students; and faculty research focused on business application. For more information about Northeastern University's College of Business Administration, visit <http://cba.neu.edu>.

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