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Contact: Mike Duff (703) 647-6214 [mduff@thealda.org](mailto:mduff@thealda.org)

## Former BU Business Dean to Speak at Boston Dinner

**Alexandria, VA (October 12, 2018)** — Kenneth Freeman, who earlier this year stepped down after serving eight years as Dean of Boston University's Questrom School of Business will be the featured speaker at this year's Annual Dinner in Boston, set for November 28.

Under Dean Freeman's leadership, the Questrom School transformed its undergraduate and MBA programs to include emphasis on ethics and global citizenship and strengthened its research and curricular efforts in three key segments of the global economy: health and life sciences, digital technology, and sustainability and social enterprise.

Dean Freeman also was a leader in brokering crucial conversations about the future of business education, and successfully engaged thought leaders from academia and industry.

Prior to joining BU as Dean in 2010, Ken had a long career in business, beginning with Corning Incorporated. He later joined Corning Clinical Laboratories, and after the company was spun off as Quest Diagnostics, Ken led the dramatic turnaround of Quest serving as Chairman and CEO, transforming the company into a leading provider of diagnostic testing and services.

Ken has tentatively titled his remarks "Delivering the Talent You Need to Succeed - Reimagining Business Education".

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Based in the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.