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Charles Duhigg to Speak at ALDA's Spring Meeting

Alexandria, VA (February 10, 2017) — Charles Duhigg, a Pulitzer-prize winning journalist with the *New York Times*, will be the Sunday evening after dinner speaker at this year's ALDA Spring Meeting in Boston.

Mr. Duhigg is the bestselling author of *The Power of Habit: Why We Do What We Do in Life and Business*, which explores the science of habit formation in our lives, companies and societies. His newest book *Smarter, Better, Faster: The Secrets of Being Productive in Life and Business* (2016) is a fascinating exploration of the science of productivity, and why, in today's world, managing how you think—rather than what you think—can transform your life.

Mr. Duhigg is a Pulitzer prize-winning investigative reporter for the business section of *The New York Times*. He has authored or contributed to multiple series, including “The Reckoning” (2008), which studied the causes and outcomes of the financial crisis, and “The iEconomy”, which examined the global economy through the lens of Apple, and which won the 2013 Pulitzer prize in explanatory journalism. He has also received the George Polk Award (2007), the Gerald Loeb Award (2008), the National Journalism Award (2009) and other honors. *The Power of Habit* spent over two years on the *New York Times* bestseller list.

In addition to his reporting, Mr. Duhigg is a regular contributor to television and radio, including the *Newshour with Jim Lehrer*, *Frontline*, *Dr. Oz* and various programs on CNBC and NPR. He is a graduate of the Harvard Business School and Yale College.

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at www.thealda.org

Based on 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.