



## News Release

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### **Bainbridge Launches New Higher Education Consulting Service**

*Strategy Consulting Firm Enters Higher Education Market*

**San Diego, CA – March 4, 2008** – Bainbridge, a boutique management consulting and M&A advisory firm based in San Diego, announced today the release of its innovative Higher Education Research and Consulting Practice. Bainbridge has expanded its already wide breadth of industry consulting services to the higher education market with the launch of this new offering.

“We offer an unbiased perspective that outperforms secondary research,” said Dr. Ken Wagner, Vice President and Managing Director at Bainbridge. “Whether a school is looking to improve its student retention, competitive positioning amongst other schools, or assess its brand in the market, Bainbridge can provide custom research and insightful solutions.”

Dr. Wagner, a former Professor of Sociology from Hamilton College, believes higher education institutions are facing competitive challenges in today’s economy. In response, Bainbridge is placing increased importance on helping colleges and universities achieve their strategic goals.

As an extension of Bainbridge’s current consulting services catered to educational organizations, Bainbridge’s dynamic higher education consulting services include: Strategic Branding, Market and Industry Analysis, Competitor Intelligence, Internal Assessment and Organizational Implementation, Stakeholder Analysis, Benchmarking and Best Practices.

“Our specialization in primary-source research, our team’s expertise in analytical thinking and ability to provide strategic insight reaches across numerous industries, including higher education,” said Dr. Wagner.

For more information about Bainbridge please visit [www.bainbridge.com](http://www.bainbridge.com).

#### **About Bainbridge**

Bainbridge is a combination management consulting and M&A advisory firm dedicated to providing its clients with custom-tailored solutions and accelerated growth. Through its unique expertise in primary-source market research, Bainbridge specializes in articulating growth strategies supported by market, customer, and competitor research. Bainbridge's staff of seasoned industry executives, management consultants and financial analysts continuously monitors clients' external environments to help build and maintain the most effective market and competitive positioning. Bainbridge clients gain a competitive advantage through which they make strategically informed decisions.