

**Greenwood
Asher &
Associates®**

Leadership solutions for education.

Search · Interim · Coaching · Consulting



Who we are:

The leadership firm that higher education trusts — and returns to.

Leadership in higher education has never been more consequential — or more complex. Boards face mounting pressure. Institutions are navigating profound shifts in enrollment, funding, public trust, and purpose. Recruiting the right leader and team has never mattered more.

For over 20 years, Greenwood Asher & Associates® has partnered with colleges and universities to do the work that matters most: finding leaders who don't just fit the moment, but shape what comes next.

Unlike firms that study higher education from the outside, our consultants have led within it — navigating the same governance structures, faculty dynamics, and board relationships you face every day. We bring that practitioner insight into every engagement, alongside the rigor and candor that leadership transitions genuinely demand.

The numbers speak for themselves — but what they don't capture is the relationship behind them.

2,000+

Successfully completed searches

84%

Of placements remain after 3+ years*

97%

Repeat client rate

20+

Years of experience

** Based on internal placement tracking.*



Our mission:

Powering the future of education through partnerships that elevate visionary leaders.

Partnering with institutions to elevate visionary leaders across the education continuum.

We believe that the right leaders, in the right institution, at the right moment, changes everything — for students, faculty, communities, and the broader enterprise of learning itself. That conviction drives every engagement we take on.

As part of Kelly Education® — a division of Kelly Services, Inc. — we combine the intimacy of a boutique practice with the reach and infrastructure of a national network. The result is a search process that is both deeply personalized and broadly resourced — delivering stronger candidate pools, faster traction, and more informed decision-making.

What we stand for.

People first.

We serve clients, candidates, and colleagues with professionalism and genuine humanity.

Research guides process.

Evidence-based best practices aren't a differentiator — they're a baseline requirement. We hold ourselves to them rigorously.

Extraordinary service.

We listen before we advise. We collaborate before we conclude. We deliver quality that exceeds expectations — on time, every time.

Varied perspectives drive results.

The strongest organizations draw on a wide range of experiences, backgrounds, and ways of thinking. We help our clients build teams that reflect that — and we operate that way ourselves.

Unwavering integrity.

We adhere to strong moral and ethical principles. Full stop.

Executive search:

Finding leaders who don't just fill roles — they redefine them.

Our consultants aren't observers of higher education — they've led within it. That lived experience shapes how we read a candidate, how we advise a committee, and how we navigate the moments when a leadership transition gets complicated. We know what a president actually faces on day one. We know what a provost needs to succeed at month six. That context is the foundation of our work, not an afterthought.

Every institution is different. Every engagement deserves to be treated that way.

We bring partner-level attention, rigorous candidate development, and a commitment to building pools that are both highly qualified and meaningfully diverse. We work closely with search committees — not around them — and we tell you what you need to hear, not just what you want to.

Positions we regularly support:

Presidents	Vice Presidents	Directors
Chancellors	CHROs	Department Chairs
Provosts	Superintendents	Research Leaders
Deans	Heads of School	

Our process:

We serve as your strategic partner from first conversation to first day — and beyond. Every engagement begins with deep listening and ends with a leader positioned to succeed.

Discovery

We begin by listening. Through stakeholder engagement and collaborative planning, we develop a deep understanding of your culture, priorities, and leadership needs — before a single candidate is contacted.

Recruitment

We build a national outreach strategy and engage high-calibre candidates — including exceptional leaders who aren't looking.

Evaluation

We facilitate structured interviews, conduct rigorous reference work, and coordinate third-party background verification and optional leadership assessments to surface the full picture.

Selection

We guide campus visits, advise on finalist reviews, and support offer and negotiation with discretion and strategic insight.

Appointment

We help you close well — notifying candidates, crafting announcements, and building an onboarding experience that sets your new leader up for immediate impact.

“

Our candidate's achievements and character check literally every box... unwavering commitment to integrity, shared governance, and collegiality.

Decision Maker, Chancellor
Placement, AAU University

Interim leadership solutions:

Flexible, fast, and effective leadership for when you need it most.

Experienced leaders. Immediate impact.

Not every leadership challenge announces itself in advance. When a president departs unexpectedly, a provost transitions mid-year, or an institution needs bridge leadership during a particularly complex moment, the pressure is immediate and the stakes are high.

Our interim leadership practice is a natural extension of our executive search work – built on the same relationships, networks, and deep understanding of higher education leadership.

We deploy proven, senior-level higher education leaders who can step in quickly, stabilize operations, and lead with credibility – while you conduct a deliberate permanent placement process.

Our interim leaders have held these roles across education. They don't just stabilize things. They move them forward.



What you can expect.

Rapid deployment

Access a deep bench of experienced and vetted education leaders who can step in quickly and lead with confidence from day one.

Strategic alignment

Thoughtful matching based on your short-term priorities and long-term vision.

Tested talent

Leaders who are experienced in managing change, transitions, and turnaround scenarios.

Human-centered support

Ongoing guidance to ensure smooth integration and a successful tenure.

Our standard interim leadership process.

Discovery & recruitment

We meet with key stakeholders to understand your leadership priorities, cultural environment, and timeline – identifying candidates who exceed your profile and expectations.

Vetting and selection

We source highly qualified leaders from our national network, conduct thorough background and reference checks, and ensure a smooth onboarding experience.

Ongoing support & evaluation

We maintain regular check-ins with the hiring authority and placement throughout the interim assignment to ensure performance, alignment, and lasting impact.

Are you an experienced higher education leader open to interim roles?

Join our confidential interim leadership network at [greenwoodsearch.com/interim-search](https://www.greenwoodsearch.com/interim-search).

Leadership development and assessment:

Insight from people who've sat at the table.

At GA&A, our leadership development practice is grounded in direct experience. We've led teams, navigated budget crises, managed faculty governance, and made the kinds of decisions that don't have clean answers. That context is what makes our coaching and assessment work land differently — it's not theory delivered from the outside. It's insight offered by practitioners who've been in the room.

We customize our services to develop senior and emerging leaders for long-term success — through coaching partnerships and the use of objective, predictive, and analytical tools. Identifying the right leader often begins with an accurate and reliable assessment of current leadership competencies. During the selection process, we use highly effective assessment tools that measure behaviors and map them to a relevant competency model, helping leaders and institutions alike understand where they are today and chart a credible course forward.

When paired with GA&A's deep expertise across the education continuum, the result is development that is not only rigorous — it's relevant.

Our leadership development services include:

- Executive coaching grounded in evidence-based assessment and the unique realities of education leadership
- Leadership agility assessment for individuals and teams — surfacing strengths, blind spots, and opportunities for growth
- Succession planning and high-potential talent programs
- Senior team effectiveness and alignment
- Targeted developmental workshops, retreats, and cohort programs
- Conflict mediation and culture work



They were available when I needed them, they were quick to respond, and they had my best interest at heart.

Placement, Endowed Chair
Engagement, R2 Institution



Greenwood Asher provided a thoughtful and well-managed experience... I felt prepared and confident at every stage, with no surprises along the way.

Placement, Student Affairs Leadership
Community College

Whether stepping into your first senior role or pursuing a presidency after decades of distinguished service, Greenwood Asher & Associates offers the guidance that makes the difference.

For the leader in transition.

Many accomplished higher education leaders seek us out on their own — navigating a career transition, preparing for a high-stakes opportunity, or refining a candidacy that hasn't yet yielded the right outcome. We offer candid, experienced guidance that turns a strong candidate into the selected one.

Individual services include:

- Executive coaching at pivotal career moments
- Resume, cover letter & leadership narrative development
- Interview preparation & mock interviews
- Search strategy coaching
- Debrief & recalibration after an unsuccessful search

Whether you are stepping into your first senior role or pursuing a presidency after decades of distinguished service, GA&A offers the kind of candid, experienced guidance that turns a strong candidate into the selected one.

Diagnostic consulting:

The right answer starts with the right diagnosis.

Most institutions don't suffer from a lack of plans. They suffer from a lack of clarity about what kind of problem they're actually facing. A new organizational chart won't fix a culture of avoidance. A strategic initiative won't resolve a leadership team that has stopped trusting each other. And a new hire won't solve a problem that lives in the system itself. GA&A's Diagnostic Consulting practice exists to help leaders see clearly before they act.

Through intensive stakeholder engagement, organizational research, and structured inquiry, we help institutions distinguish between technical challenges — those with known solutions that expertise can solve — and adaptive challenges, which require shifts in values, behaviors, relationships, and culture. That distinction is the difference between motion and progress.

“

The most common cause of failure in leadership is treating an adaptive challenge as if it were a technical problem.

Ronald Heifetz
Harvard Kennedy School

Our diagnostic process:

Listen

We conduct deep stakeholder interviews, surveys, and observational research to map the real organizational landscape — not the official one.

Diagnose

We identify where challenges are technical, where they are adaptive, and where leaders may be investing energy in the wrong solutions entirely.

Illuminate

We deliver a clear, evidence-based picture of our findings — including the things that are hard to say from the inside.

Advise

We work alongside your leadership to chart a path forward that is grounded in what the organization actually needs, not what it assumed it needed.

This is not strategic planning. It is something more fundamental — and more useful.

“

Greenwood Asher provided excellent support and led a comprehensive, thoughtful, and engaging process. They demonstrated intimate knowledge of our institutional context, ensured an inclusive and thorough process, and proved overall to be a superb partner.

Public Institution, HBCU
President

“

The purpose of an organization is to enable ordinary human beings to do extraordinary things.

Peter Drucker

Greenwood Asher & Associates®

A Kelly Education® Company

Let's talk.

Greenwood Asher & Associates
A Kelly Education® Company

team@greenwoodsearch.com

850.650.2277

greenwoodsearch.com

999 West Big Beaver Road, Troy, MI 48084