



ALULA Announces CEO Transition

ALULA's Board of Directors announced today that Karen Gorman, Chairman and Chief Executive Officer (CEO), will begin a planned retirement from the company January 1, 2022. Since mid-2016, she has led the company through its transition from a founder-led organization to an employee-owned firm, increasing shareholder value year-over-year. Gorman has been an integral part of ALULA for the last 16+ years, previously serving as Chief People Officer, Senior Partner, and Partner. "Her vision, client focus, and intense drive for results will be greatly missed," said David Murphy, Chairman of the Human Resources Committee of ALULA's Board.

Deliberate succession planning over recent years led to the selection of a new CEO, Andrew Graham, who is resolved to continue the company's strategy toward being the recognized authority for influencing human behavior to drive superior business results. Graham brings a wealth of leadership experience in professional services, including serving as CEO of Kepner-Tregoe and later The Forum Corporation, known today as Achieve Forum.

Murphy confirmed the Board's high level of confidence in Graham's leadership qualities to be the CEO successor and noted that he will bring tremendous value to the company. His strong network of clients, business contacts, and professional alliances, along with his management and consulting experience, will position ALULA well for the future. Murphy said, "I am convinced ALULA's and Gorman's track record of delivering performance results for clients, leading to revenue growth, profitability, EBITDA increases, and improved shareholder value will remain intact, and continue to flourish, under Graham's leadership."

Graham's business experience, gained while working on four continents, was honed leading major client initiatives across a wide range of product and service industries, including manufacturing, pharmaceuticals, and consumer products. In his most recent role, he served as SVP of Strategic Partnerships & Acquisitions for LHH, the world's leading career transition, workforce transformation, and talent development company. Graham holds a B.Eng. in Mechanical & Production Engineering from John Moores University in Liverpool, England. Andrew is British-born, Australian by naturalization, and a U.S. resident. He lives in Princeton, New Jersey with his wife, Leigh, and two young children.

To ensure an effective transition, Gorman and Graham will share the CEO role for the last quarter of 2021. Graham will assume solo CEO responsibility January 1, 2022.

ABOUT ALULA

ALULA® is a management consultancy founded in 1993 to assist Fortune 500 and select mid-market companies with improving strategy execution. Today, ALULA exists to inspire and accelerate the extraordinary growth of individuals and exceptional performance of business. ALULA employs proven principles of behavioral science to help organizations more efficiently and effectively implement change, enhance leadership capability, and improve performance.