



MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.

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MBA Career Services Council Launches New Name, Brand

July 8, 2013 – Amid the ever-changing MBA job market, the role of schools and employers is increasingly becoming a key factor in employment success for students and alumni. MBA Career Services offices and MBA employers are continuously developing new ways to work together for mutual benefit.

With that in mind, MBA Career Services Council is delighted to announce that we have changed our name to MBA Career Services and Employer Alliance (MBA CSEA).

Our Board of Directors initiated this significant step forward in order to bring the organization's brand identity much closer in alignment with our mission: the premier provider of education, information and expertise for the support and development of individuals in the MBA career management and employment professions.

"While our previous name was a perfect fit for the organization in its early years, as a dynamic and fast-growing global organization serving both schools and employers, we felt it critical to have a brand identity that clearly expresses our scope," says Mark Peterson, director of graduate business career services at Iowa State University and president of MBA CSEA. "The board is thrilled with the overwhelming support the membership has shown with regard to the newly-adopted brand."

Our mission, vision and offerings will remain the same, which include collaborative conferences in Europe, Asia and North America, professional development opportunities, online communication tools and [Standards for Reporting MBA Employment Statistics](#).

We are confident the new name and brand will carry us into the future and is truly reflective of the importance of both sides of the MBA recruiting relationship.

About MBA CSEA:

Founded in 1994, the MBA Career Services & Employer Alliance (MBA CSEA) is a global professional association for individuals in the fields of graduate management career services and employers. There are more than 750 members representing a diverse group of more than 200 MBA programs, advanced degree business schools and corporations located around the world. The MBA CSEA provides a direct link between MBA Career Services offices, corporate MBA recruiting professionals and the media. The MBA CSEA sets MBA employment data reporting standards for business schools and monitors media surveys for compliance and survey interpretation. www.mbacsea.org

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