

## **Gregory W. LaPointe**

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**Gregory LaPointe** joined the University of Maine at Augusta (UMA) and established the Office of Institutional Research and Planning in December 2011. He has more than a decade of progressive academic and business research consulting experience. Prior to coming to UMA, he was the Director of Institutional Planning and Effectiveness at Cambridge College (MA). Gregory has also held the position of Research Project Director in the practice areas of litigation support and product innovation at Applied Marketing Science in Waltham, MA. Before relocating to Boston, he was the Associate Director of Assessment at National University in La Jolla, CA. Gregory began his career as a marketing research consultant to leading media and business-to-business communications companies at Advantage Business Research in San Diego, CA. Gregory holds a M.A. in Political Science with a concentration in Survey Research from the University of Connecticut and a M.B.A. and B.S. in Business Administration from Marist College (NY). He is currently pursuing a Ph.D. in Higher Education at the University of Maine. Gregory is also a Marine Safety and Security Petty Officer in the U.S. Coast Guard Reserves.