

## **BRAD KREICK**

A Member of the Rivier University Board of Trustees

**Michelle Marrone**  
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Holding the belief that “education is everything,” Brad Kreick and his family are making a difference in the lives of adult learners and in the future of Rivier University.



**Brad Kreick** is founder and CEO of BRK Ventures, an investment and management services company. A member of the Rivier University Board of Trustees since 2010, Brad serves as Chair of the Audit Committee and a member of the Finance and Investment Committee.

**Your family's generosity strengthened programs for continuing education of the adult learner at Rivier. What prompted your family's commitment to this student population?**

**Brad:** *The decision to support Rivier's ongoing commitment to the adult learner was a very personal one for our family. My mom, Carol Kreick '79/'84G, earned her degrees as an adult learner at Rivier, and the benefit of that experience had a profoundly positive impact on our lives. While I did not fully appreciate what she was doing at the time, I have vivid childhood memories of my mom working late into the evening on her "schoolwork" at the small dining room table in our home.*

**The Kreick Family Scholars program and the Kreick Family Scholarship represent critical investments in the education of Rivier students. Why is education a priority in your philanthropic giving?**

**Brad:** *My parents have always believed that "education is everything," and their actions in support of that belief, have shaped every aspect of our extended family's personal and professional lives. The importance of education and its role in building a solid foundation for life were a constant theme in our household and remains so to this day. Interestingly, as I think about our extended family, it is not a coincidence that my mom was an educator, I married a teacher, and the majority of our extended family are educators at the elementary, high school, or college level. The fact that education is a priority in our philanthropic giving is just a logical and natural extension of its importance to our family.*

**Within the last 20 years, a remarkable 31 million people have attended college but left before they received a degree. How can institutions best address this issue?**

**Brad:** *Rivier is on the right track and is an innovator in terms of its support of degree completion programs. The key is that Rivier's infrastructure and programs are not built on theory. They are practical and designed to support and address the real-world challenges that come with an individual trying to complete his or her degree while raising a family or holding down a job.*

**Your family's legacy of service to Rivier began with your father, Dr. John Kreick, a longtime Board member. How has his service inspired you?**

**Brad:** *My dad's Rivier Board service ended almost 8 years ago. However, there is rarely a Board meeting where the unique vision he and his peers brought to Rivier is not on display. My dad's ongoing collaboration in the early 2000s with other visionary Board members set a course to secure Rivier's long-term financial stability. As a result of their financial stewardship, Rivier is thriving. I am inspired daily by the remarkable vision our Board predecessors, including my dad, had in setting Rivier on its present path.*

**The Board of Trustees has helped Rivier set the course for an innovative future through Vision 2020. How do you see the future unfolding?**

**Brad:** *It is an incredibly exciting time at Rivier. Our Vision 2020 plan is poised to become a reality as we embark upon building the Athletics Pavilion and new Science Center, and the impact will be extraordinary. We will enhance our standing as a regional leader in the training of healthcare professionals at a time when there are significant staffing challenges in nursing and related healthcare*

*professions. We will become an evermore attractive option for families seeking a unique value—the combination of an affordable, first-class education at an institution that will prepare them for a productive and rewarding future.*

**In addition to your service to Rivier, you volunteer at the Boys and Girls Club, Bishop Guertin High School, and other organizations. What is the most meaningful aspect of service to you?**

*Brad: Very simple, I enjoy working with young people and helping them develop. I had a front row seat to watch the positive impact my wife, Beth, had on the countless young people she mentored and worked with as an educator in Nashua. To this day, she maintains relationships with more of these former students than I can count, and we have enjoyed watching them become moms, dads, doctors, lawyers, etc. For the two of us, there is nothing more rewarding or meaningful than having a positive impact on the life of a young person.■*