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FOR IMMEDIATE RELEASE

NEADS World Class Service Dogs Welcomes New CEO, Aubrey Henderson

Princeton, MA – October 14, 2024 – [NEADS World Class Service Dogs](https://www.neads.org) is pleased to announce the appointment of Aubrey Henderson as its new Chief Executive Officer, effective January 1, 2025. Henderson brings a wealth of experience from both the corporate and nonprofit sectors, most recently serving as the Executive Director of Cradles to Crayons Massachusetts.

During her tenure at Cradles to Crayons, Henderson led the organization through a period of significant growth and transformation. She expanded their budget, oversaw a move to a larger facility that nearly doubled their capacity, and fostered a positive team culture through open communication and collaboration. At NEADS, Henderson will also oversee continued growth with the anticipated building and opening of a new Veterinary Clinic and Early Learning Center on campus, which will be critical to maintaining the organization's program of breeding, raising, and training World Class Service Dogs.

Prior to her role at Cradles to Crayons, Henderson spent 20 years in executive positions at Unilever and Procter & Gamble, followed by a successful transition to the nonprofit sector, where she managed major gift fundraising at Beth Israel Deaconess Medical Center.

A lifelong dog lover, Henderson is passionate about the mission of NEADS. "I am thrilled to join a non-profit with a mission as compelling as NEADS," said Henderson. "I look forward to working with the dedicated staff, volunteers, and clients to continue NEADS' legacy of providing life-changing service dogs."

"We knew that finding a new leader for NEADS was going to be a challenge," said Geoff Worrell, NEADS Board Chairman. "Continuing our mission of providing World Class Service Dogs to the individuals who need them requires a visionary leader who has a diverse skillset. After a nationwide search, we are delighted that Aubrey Henderson will lead NEADS as our CEO. Aubrey's

extensive leadership experience in both the for profit and not-for-profit worlds will result in advancing our mission.”

About NEADS

NEADS Inc. is a 501(c)(3) nonprofit organization located in Princeton, Massachusetts. Established in 1976, NEADS offers the widest array of Service Dog programs in the industry, including Service Dogs for adults with a physical disability or hearing loss, Service Dogs for veterans, and Service Dogs for children with autism or other developmental disabilities. NEADS Assistance Dogs are partnered with professionals in classroom, therapy, hospital, ministry, and courthouse settings. NEADS has earned [a 4-star rating](#) from Charity Navigator for more than 20 consecutive years.

For more information, please visit neads.org and follow us on [Facebook](#), [Instagram](#), and [LinkedIn](#).