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Nonprofit Enterprise at Work names new CEO

By [Sherri Begin](#)

Ann Arbor-based **Nonprofit Enterprise at Work Inc.** has named Neelav Hajra president and CEO effective July 16.

Hajra, 35, succeeds Susan Katz Froning, who is joining the **W.K. Kellogg Foundation** in Battle Creek in August as special assistant to the president after eight years at NEW.

Katz Froning, credited with developing NEW's Board Connect program, which matches potential candidates with nonprofit boards, joined the nonprofit in 2000 and was named president and CEO a year later.

Before joining NEW, she worked for 14 years at **Ford Motor Co.**, representing its international and U.S. transactions and rising to the position of assistant general counsel.

The new position at Kellogg will give her the opportunity to draw on both her for-profit and nonprofit backgrounds, Katz Froning said.

Hajra joined NEW in 2001 and held a variety of program management roles in technology before being named COO in 2004.

Prior to joining NEW, he served as an attorney in Ford's global business operations group.

NEW provides management, technology and board services to nonprofits, as well as office and meeting space and shared services for nonprofit tenants in its Ann Arbor center.



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