

# Kenneth B. Zeigler

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*Class of 1970*



In 2002, Kenneth Zeigler founded Zeigler Executive Search (ZES) in Princeton, N.J. ZES specializes in the recruitment of senior executives within the insurance and consumer products industries. In 2012, the firm established an additional office in San Diego, Calif., to serve two Pacific Coast clients.

Before ZES, Zeigler was the chief human resources officer for the Brunswick Corporation, a major multinational manufacturer that produces boats and marine engines, fitness equipment, and bowling and billiards equipment. He led the recruitment of a new leadership team, including George Buckley, who became chairman and CEO of both Brunswick and later 3M.

Previously, Zeigler held the position of chief human resources officer of The Continental Corporation. During 14 years in New York City with Continental, he also served in two insurance executive positions: president of Continental International and president of the Marine and International Group. Zeigler began his career with Goodyear Tire and Rubber as manager of industrial relations and communications.

Involved in social issues as well, Zeigler was named chairman of Inroads-New York City, a non-profit organization that creates job opportunities and career planning for exceptional minority college students within 50 of NYC's major corporations. He was on the board of the NYC Red Cross and was elected an elder in the Presbyterian Church of Scarborough-on-Hudson, N.Y.

*Additional study: Aspen Institute, Ashbridge Institute (UK) and Harvard Business School*