LIFE® University

Rise from within



President

carterbaldwin
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About Life University

Located in Marietta, Georgia, Life University unites purposeful learning with real-world experience in a community built on service, leadership and well-being. From undergraduate and graduate programs to their flagship Doctor of Chiropractic programs, students develop the skills and mindset to rise from within and create lasting impact.

Mission

The mission of Life University is to empower each student with the education, skills and values to maximize the perfection within, based upon a vitalistic philosophy.

Life University is committed to a global vision and excellence in teaching, learning and research, providing an exceptional student experience leading to a life of Integrity and Lasting Purpose.

Vision

A world centered on vitalistic thinking and action.

Values

Lasting Purpose - To live an inner-directed life, To Give, To Do, To Love, To Serve, out of your own abundance.

Vitalism - Our recognition that the Universe is self-conscious, and as such createsitself as a dynamic system wherein living organisms are self-developing, selfmaintaining,and self-healing.

Integrity - A state of completeness or wholeness; adherence to a set of values, implyingwholeness of body, mind and spirit; and in our relationships with people and the planet.

LIFE University

65+	15:1	110	70+
Countries represented	Student to Faculty ratio	Acre campus	Student clubs & organizations

History

Life University was founded in 1974 by Dr. Sid E. Williams, a chiropractor who wanted to promote a philosophy-centered approach to the field. The school grew rapidly and became one of the largest chiropractic colleges in the world by the 1980s and 1990s.

Since then, the university has expanded beyond chiropractic to offer undergraduate and graduate programs in areas like nutrition, psychology, and business, while chiropractic education remains its central focus.



Academics

The university's primary academic offering is the Doctor of Chiropractic (D.C.) program, which prepares students for licensure as chiropractors. In addition to that flagship program, Life University offers undergraduate degrees and a smaller number of graduate programs in areas such as nutrition, exercise science, psychology, and business. These programs are generally aligned with the school's broader emphasis on health, wellness, and what it describes as a holistic view of human functioning.

Student Life

Student Life is dedicated to supporting students throughout every stage of their academic journey. The team connects students with programs, services, and campus experiences that enrich life outside the classroom and build the skills needed to thrive personally and professionally. Drawing from Life U's purpose-driven mission, they help students explore leadership opportunities, engage in meaningful campus involvement, and develop habits that support lifelong well-being. Click here to learn more.

Athletics

Life University fields athletic teams known as the Running Eagles and competes primarily in the National Association of Intercollegiate Athletics (NAIA). With more than 40 team National Championships, 130 individual national champions, 650 All-Americans, and more than 60% of student-athletes earning over a 3.0 GPA every quarter, they pursue their vision to be a leading institution in performance and meaningful student-athlete experience in an important way. Click here to learn more.

The Opportunity

Life University seeks a visionary and purpose driven leader to serve as its next President. This is a compelling opportunity to lead a distinctive institution at the forefront of chiropractic education and whole person health. The next President will build on Life University's strong foundation and advance its mission, philosophy, and growing influence in higher education and healthcare.

Grounded in a commitment to Vitalism and the University's guiding principle of Lasting Purpose, Life University prepares graduates to live lives of service, leadership, and impact. The next President will lead with clarity, conviction, and deep alignment with this mission.



Strategic Leadership and Vision

The President will serve as chief executive officer and partner closely with the Board of Trustees to shape the University's future. The leader will:

- Articulate and advance a clear and compelling vision for Life University's next chapter
- Lead through a dynamic and evolving higher education and healthcare landscape
- Balance bold thinking with disciplined execution
- Identify opportunities for innovation, growth, and expanded influence

Champion for Mission and Chiropractic Education

A strong connection to the chiropractic profession and alignment with Life University's philosophy are essential. The President will:

- Serve as a visible champion for the University's vitalistic approach to health and wellness
- Strengthen and elevate the Doctor of Chiropractic program and related offerings
- Advance the University's reputation for preparing skilled and compassionate practitioners
- Promote Life University's distinctive role within the broader healthcare ecosystem

Relational Leadership and Communication

The President will be a trusted and transparent leader who builds strong relationships across all constituencies. This leader will:

- Foster a culture of trust, collaboration, and shared purpose
- Engage effectively with the Board, faculty, staff, students, alumni, and external partners
- Communicate with clarity, authenticity, and consistency
- Serve as the primary ambassador and spokesperson for the University

Financial Stewardship and Operational Leadership

Strong business acumen and executive experience are critical. The President will:

- Ensure long-term financial sustainability through disciplined stewardship
- Bring a strong financial and operational mindset to decision making
- Align resources with institutional priorities and strategic goals
- Support advancement efforts and expand philanthropic and partnership opportunities

Innovation, Resilience, and Institutional Momentum

Life University seeks a leader who is forward thinking and resilient. The President will:

- Embrace emerging technologies and innovative approaches to education and healthcare
- Lead with perseverance and a solutions oriented mindset
- Navigate challenges with confidence and focus
- Build on the University's momentum and position it for sustained growth and impact





Qualifications and Preferred Experience

The Board seeks a President who embodies the following qualities, experiences, and leadership characteristics:

- An earned doctorate or terminal degree is strongly preferred; a Doctor of Chiropractic or other relevant advanced degree is highly valued
- Demonstrated integrity, strong intellect, and proven leadership presence
- A visionary leader who can articulate direction and inspire others
- Significant executive experience, ideally within higher education, including roles such as CFO, COO, or other senior leadership positions
- A meaningful connection to the chiropractic profession and alignment with Life University's philosophy
- A highly relational leader with the ability to build trust and strong partnerships
- Strong financial and business acumen, with the ability to steward resources and ensure long-term sustainability
- Experience within higher education or similarly complex organizations
- A forward thinking mindset with openness to innovation and emerging technologies
- Exceptional communication skills with the ability to engage diverse audiences
- Demonstrated operational leadership and ability to execute effectively
- A transparent and authentic leadership style
- Personal resilience marked by grit, endurance, and perseverance



Applications & Nominations

Applications will be accepted until the time that a new President is appointed. Candidates should submit application materials consisting of a curriculum vitae and a letter of interest addressed to the President Search Committee by May 25th, 2026 for most favorable consideration. Nominations, expressions of interest, and applications should be submitted to LifePresident@carterbaldwin.com.

Confidential inquiries concerning this search may be directed to:

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