

# FREEMAN BUSINESS

**A TENACIOUS**  
**PURSUIT OF**  
**EXCELLENCE**



TULANE



# FREEMAN BUSINESS

Volume XXXVI / Issue No. 1 / Spring 2021

## CONTENTS



### ON THE COVER

# A TENACIOUS PURSUIT OF EXCELLENCE

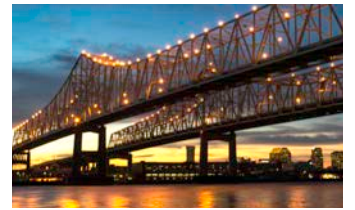
After 10 years leading the Freeman School, Ira Solomon steps away from the dean's suite, leaving a legacy of new programs, increased enrollments, a larger faculty and two new facilities. By Mark Miester.

### ALSO IN THIS ISSUE

3

#### FROM THE DEAN

Celebrating and giving thanks.



4

#### NEWS

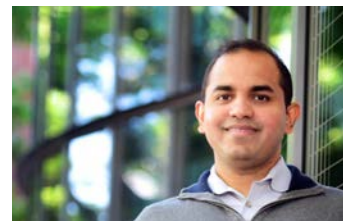
Counting the costs of racial inequity, Ricchiuti rallies for experiential learning, University of Arizona's Paulo Goes named Freeman School dean, John Trapani retires and more.



12

#### RESEARCH

Study shows political connections lead to lower fines for corporate polluters, faculty publications and more.



24

#### ALUMNI

On the cover: Dean Solomon leads Freeman's 2021 Undergraduate Diploma Ceremony. Photo by Eugenia Uhl.

**DEAN**

Ira Solomon

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FOR FACULTY**

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**Freeman  
Recommends**

*Freeman faculty & staff  
recommend the following*

**PODCAST****THE SCIENCE  
OF HAPPINESS**

Hosted by Dacher Keltner

“This podcast co-produced by PRX and UC Berkeley’s Greater Good Science Center takes a scientific approach to the development and maintenance of happiness and well-being, illustrating how concepts such as risk tolerance, gratitude and mindfulness have an effect on happiness. Its non-clinical presentation style is sure to keep you engaged, and it may also provide you with a few personally testable strategies which can be executed to see how effective they are.”

**ERICK VALENTINE,**

professor of practice in accounting

**PODCAST****WORKLIFE WITH  
ADAM GRANT: A TED  
ORIGINAL PODCAST**

“In this podcast series, organizational psychologist Adam Grant of the Wharton School uses stories and science to teach us how to master some of the biggest and most common challenges we face in our careers. In each episode, you learn things like how to get the most out of negotiations without damaging relationships and how to find a balance between being professional and being yourself in the workplace. If you have a job of any kind and are interested in learning how to make it ‘not suck’ (in the words of Grant), this podcast is for you.”

**NATALIE LONGMIRE,**

assistant professor of management

**Freeman  
Voices**

*Business School Council  
members on Dean Ira Solomon*

“When I think about Ira, the first thing that comes to mind is tenacious. He really was driven, he had a plan for what he wanted to see the Freeman School become, and he strove for excellence in everything he approached.”

**YVETTE JONES (MBA '95),**

president and owner, the Jones Group

“Instead of being reactive to the changes affecting higher education, Ira sought to be more strategic and more opportunistic. That led to partnerships that resulted in programs that were more responsive to what consumers and students were seeking.”

**JAY LAPEYRE (MBA/JD '77),**

president, the Laitram Corp.

“His determination sometimes met resistance, but Ira’s dedication to improving the Freeman School and his vision for what Freeman could be persisted, and the Freeman School is better as a result.”

**RICK REES (A&S '75, MBA '75),**

co-founder, LongueVue Capital

## FROM THE DEAN

### CELEBRATING AND GIVING THANKS



Ira Solomon

**AS** I write this column, the Freeman School is busy preparing to welcome thousands of students and guests to Yulman Stadium for this year's undergraduate and graduate diploma ceremonies. What makes these preparations so noteworthy is how completely normal they are: This is what we have done each spring for the last 100 years to honor our graduating students. Given the past 18 months, however, the special nature of this year's ceremonies is not lost on us. After canceling last year's diploma ceremonies due to the COVID-19 pandemic, we are thrilled to be able to once again come together as a community and celebrate the achievements of our graduates after a most challenging year.

Graduation will mark the end of our spring 2021 semester, the third semester in which Tulane University has operated under the specter of COVID-19. It has not been easy, and we have all had to make sacrifices, but the bottom line is Tulane University and the A. B. Freeman School of Business have come through this very serious challenge in outstanding shape. Thanks to the resilience and hard work of our faculty, staff and students, we were able to finish the 2019-2020 academic year despite difficult circumstances and complete the entire 2020-2021 academic year successfully with no disruptions. Doing so is something of which we should all be proud, and I thank everyone at Freeman for their diligence and enthusiasm in adapting

to new instructional methods and observing safety protocols. There is light at the end of the tunnel, and assuming trends continue to move in the direction they're currently moving, I'm optimistic that next fall will look a lot more like the semesters we experienced before the pandemic.

As you may be aware, this is my final "From the Dean" column for *Freeman Business*. On June 30, I will be departing the dean's office and, after a sabbatical, joining the Freeman accounting faculty to teach and conduct research. Change is never easy, but now is a very good time to hand the reins to my successor. Freeman is a bigger, better, more highly regarded school of business than it was a decade ago, and by any metric, it is poised to continue in this very positive trajectory. The feature article in this issue highlights some of the great initiatives and accomplishments of the last 10 years in more detail than I can provide here, so to that I'll just add that these achievements would not have been possible without you. It has been an honor and a privilege to serve as your dean for the last 10 years, and that is due in large part to your extraordinary dedication, support and enthusiasm for the Freeman School. No business school dean in the nation could ask for a better community of alumni, parents and friends with which to work. As I embark on the next chapter in my career, I sincerely thank you for making the last 10 years so special. **FB**



# WORKSHOP FOCUSES ON COSTS OF RACIAL INEQUITY

↑ Melanie Richardson, right, co-founder and executive director of childcare education nonprofit TrainingGround, was one of more than 50 scholars and practitioners who developed grant proposals as part of Count the Costs Research Weekend.

**R**esearchers from Tulane and other institutions came together in March for a three-day workshop aimed at helping scholars quantify the effects of racial inequity in the United States. Hosted by the Freeman School's Albert Lepage Center for Entrepreneurship and Innovation, Count the Costs Research Weekend brought together scholars from a variety of academic disciplines to develop research proposals that investigate the barriers that BIPOC (Black, Indigenous and People of Color) experience in society, the economic impact of those barriers and viable approaches to addressing them. Those who participated in the weekend's programming were invited to use their proposals to apply for research grants to be awarded from a funding pool of \$100,000.

Twenty-eight teams and individual researchers took part in the weekend's activities, which included speakers, a resource panel presentation, meetings with project advisers and individual group work. Eight teams were selected to present their proposals to a panel of evaluators on the workshop's final day.

"Tulane's motto is 'Not for oneself, but for one's own,'" said Rob

Lalka, executive director of the Lepage Center. "These research questions begin to ask an all-important question: Have we defined 'one's own' too exclusively? The work of this research offers us all a chance for a much more thoughtful and comprehensive take on who 'one's own' should be. I'm grateful that the researchers who participated are up to this difficult but critical task."

Count the Costs Research Weekend began on Friday, March 12, with a presentation from David St. Etienne, president of the Louisiana Chamber of Commerce Foundation, who detailed some of the issues he's grappled with during his career in economic development. His talk was followed by a presentation on Anti-Racist Research Scholarship by Samantha Francois, assistant professor at the School of Social Work, and a resource panel presentation in which partners from across the university and the region discussed various databases and archives available to researchers. Panelists included representatives from Tulane institutes including the Murphy Institute, the Cowen Institute, the Taylor Center for Social Innovation, the Center for Public Service and the Mary Amelia Center for Women's Health Equity Research as well as from community partners including the

Welcome Table, Whitney Plantation and the New Orleans Data Center.

Friday's program ended with a roundtable discussion between Lalka and impact investor Daryn Dodson, who discussed his research on racial bias among venture fund managers.

"Friday's discussion with Daryn Dodson was a great way to kick off the weekend," said Darrin Miller, a graduate student at Tulane's School of Public Health and Tropical Medicine and participant in the workshop. "Hearing from someone who has applied academic research to his industry to work toward greater racial equity inspired me to get to work."

Saturday's programming was dedicated to group work and proposal development. Each team was paired with two advisers, many of whom were resource panelists. The advisers talked through the teams' proposals and directed them to relevant data sources and community partners.

On Sunday, the Lepage Center selected eight teams to present their proposals to a panel of evaluators.

"We were very excited that our proposal was selected to present on Sunday," said Marva Lewis, professor in the School of Social Work. "Our research looks at parent-child bonding during the no-cost, everyday ritual and routine of combing hair. We received valuable feedback from the panel of evaluators that we are using to revise our final proposal to help us 'speak the language of economics.' We believe that culturally valid, community-based early childhood interventions will yield an economic benefit to our country through future generations."

The panel of evaluators included Anneliese Singh, chief diversity officer at Tulane; Thomas LaVeist, dean of Tulane's School of Public Health and Tropical Medicine; Jasmijn Bol, professor of accounting at the Freeman School; Ted Fee, senior associate dean and professor of finance at the Freeman School; Margaret Montgomery-Richard, former board chair of the New Orleans Regional Black Chamber of Commerce; and Aaron Walker, founder and CEO of Camelback Ventures.

"We believe it's important to view the history of inequity not only as morally deplorable but also financially illogical," said Ira Solomon, Freeman School dean. "Many of our students and faculty members had begun thinking about these issues before we announced this initiative, so I'm hopeful this weekend of communication and collaboration will lead to some valuable and impactful research projects."

Recipients of Count the Costs research grants were announced in June. **FB**

**"Tulane's motto is 'Not for oneself, but for one's own.' The work of this research offers us all a chance for a much more thoughtful and comprehensive take on who 'one's own' should be."**

**ROB LALKA**, executive director, Lepage Center for Entrepreneurship and Innovation

↓ **Burkenroad Reports founder Peter Ricchiuti donated \$250,000 to the Freeman School to establish the Ricchiuti Action Learning Initiative (RALI), a new endowed fund to support experiential learning across the school.**

## Action Learning

# RICCHIUTI RALLIES FOR EXPERIENTIAL LEARNING

In 1986, interim Dean Jim Murphy took a chance and hired a young, baseball-loving financial analyst from Boston to teach an undergraduate investments course. The twentysomething analyst didn't have much teaching experience, but he had an abundance of enthusiasm, a gift for communicating and jokes. A lot of jokes.

"All I ever wanted to do was teach business at a university, and that really opened the door," recalls Peter Ricchiuti. "It became the springboard for everything in my life."

In 1988, thanks in large part to his Tulane affiliation, Ricchiuti was appointed assistant state treasurer and chief investment officer for the state of Louisiana. It was while working at the capitol that he met Laurie James, who would become his wife and the mother of his two sons. It was also while working there that he learned of a new grants program administered by the Louisiana Board of Regents to support higher education in the state. When he rejoined Freeman a few years later, he applied for a Board of Regents grant to launch a program that would promote Louisiana business by having students write investment reports on public companies in the state. The program was Burkenroad Reports, the Freeman School's acclaimed student equity analysis program, and Ricchiuti, who served as the program's research director, quickly became a go-to expert on Louisiana business and a nationally recognized market commentator.

Ricchiuti soon joined the boards of companies and became a sought-after public speaker, delivering hundreds of presentations across the country and around the world. He wrote a book about the investing lessons of Burkenroad Reports, *Stocks Under*

*continued on next page*



**“I always thought if we could put a pool of money together for professors that had an idea of making something experiential, it would get them jumpstarted.”**

**PETER RICCHIUTI**, senior professor of practice and founder, Burkenroad Reports

*Rocks*, and began hosting “Out to Lunch,” a weekly business show that airs on the NPR affiliate in New Orleans. At Freeman, Ricchiuti increasingly played the role of “utility infielder,” as he refers to it, lending his talents to assist in admissions, development, alumni relations, career services and other areas. To pay tribute to his decades of teaching and service, former students and friends came together in 2019 to establish the Peter Ricchiuti Professorship in Finance. Senior Professor of Practice Myke Yest was named the professorship’s inaugural holder.

Looking back on his life and career, Ricchiuti says the common thread is clear.

“Tulane has opened the door for everything good that’s happened in my life,” says Ricchiuti, who today serves as the William B. Burkenroad Jr. Clinical Professor. “Thanks to Tulane, I’ve met the most important people in my life and had a career that’s been rewarding and a lot of fun. For all that, I wanted to do something to say thank you.”

In December, Ricchiuti donated \$250,000 to the Freeman School to launch a new program that he hopes will build on the Burkenroad blueprint. The Ricchiuti Action Learning Initiative (RALI) is an endowed fund whose income will be used to support action or experiential learning programming across the Freeman School. The goal of RALI is to promote education outside the classroom by providing instructors with resources to develop and enrich their courses beyond traditional teaching methods. Faculty members will be able to use RALI funds for student travel, guest speakers, career development initiatives and other activities associated with action learning.

“It’s rare that a professor while serving as a member of the faculty endows an initiative like this, so we owe Peter a tremendous debt of gratitude,” says Freeman School Dean Ira Solomon. “RALI will enable faculty members to take concepts and theories from the classroom and test them in the complex and dirty real world to see how they play out. Burkenroad is probably our best-known example, but there are courses throughout the school that involve action learning, and we’re currently

working to develop additional ones. This type of education provides very powerful learning outcomes and is a growing feature of the Freeman School educational experience.”

“And RALI is the perfect name,” cracks Ricchiuti. “I love that it sounds Italian.”

With the success of Burkenroad, Ricchiuti helped make Freeman a pioneer in business experiential learning. In the program’s wake, action learning became an increasingly significant part of the Freeman educational experience. The Darwin Fenner Student Managed Fund, for example, was established to enable students to practice portfolio management by actively investing \$5.8 million in Tulane endowment funds spread across three equity portfolios. The two Aaron Selber Jr. Courses in Alternative Investments — one focusing on distressed debt and the other on hedge funds — combine academic study and project-based learning, putting students to work analyzing real companies and developing investment strategies to pitch to prospective shareholders. A series of recently introduced intersession courses enables students to work on projects with industry professionals and gain relevant experience in fields

such as real estate, health care, private equity, energy and law.

“I always thought if we could put a pool of money together for professors that had an idea of making something experiential, it would get them jumpstarted,” Ricchiuti says. “I think every department should have a Burkenroad-like program. It would eventually come to where when our students interview for a job and say they’re from the Freeman School, the interviewer would ask which experiential learning program they participated in. I’d love for it to become Freeman’s signature.”

As Ricchiuti prepares to begin his 35th year at Tulane, he hopes to help build RALI into a fund big enough to support every faculty member’s action learning needs.

“Our students have always had a reputation for two things,” Ricchiuti says. “They’re really nice people, and they can hit the ground running and add value on day one. For a lot of them, it was Burkenroad that made it possible, so I think they’d be more than happy to give a little something back and help the next generation of students get their foot in the door.”



### Leadership

## PAULO GOES NAMED DEAN OF FREEMAN SCHOOL

**P**aulo Goes, Dean and Halle Chair in Leadership at the University of Arizona’s Eller College of Management, has been named dean of Tulane University’s A. B. Freeman School of Business, effective Aug. 23, 2021.

“The ability to attract leading scholars and administrators such as Dean Goes is a testament to the Freeman School’s growing stature and national reputation and sets it on an exciting trajectory for the future,” Tulane President Michael A. Fitts and Provost Robin Forman wrote in a university-wide message announcing the appointment. “As a preeminent scholar, professor, author, researcher and administrator, Paulo will be a perfect fit for our school.”

As dean of Eller College, Goes built nationally recognized interdisciplinary programs in entrepreneurship and

innovation, digital transformation economics and business while prioritizing diversity, equity and inclusion initiatives. He implemented a strategic plan for Eller and oversaw incredible growth of its online graduate programs in management information systems, cybersecurity, healthcare management and accounting.

During his deanship, Eller’s online MBA has been recognized as a Top 10 program by *U.S. News & World Report*. Under his direction, the college’s Bachelor of Science in Business Administration (BSBA) continues to be a top-quality program, attracting 20 percent of the University of Arizona’s first-year students and boasting a 90 percent placement rate. The online BSBA also grew in enrollments and serves as a platform for innovative micro campus programs in Cambodia, Indonesia and Peru. Goes





← Paulo Goes, Dean and Halle Chair in Leadership at the University of Arizona's Eller College of Management, will become the 14th dean of the A. B. Freeman School of Business at Tulane University.

also rebuilt the school's fundraising, alumni relations and corporate relations programs.

"I am honored to be the next dean of the A.B. Freeman School of Business at Tulane. Freeman is very well positioned to lead in business education into the future with many significant ingredients already in place: great research faculty; strengths in the key business areas; innovative programs; a highly collaborative spirit; focus on student success through experiential learning, global activities and entrepreneurship," Goes said.

Goes added that he experienced an "immediate connection" with Tulane.

"I felt great alignment between my own experience and academic principles and Freeman's mission and goals for the future. There was an immediate connection with all the stakeholders I met through the selection process. I'm eager to be part of creating the future of business education in such an exciting environment."

A native of Brazil, Goes earned a bachelor's degree in civil engineering from the Federal University of Minas Gerais, Brazil, and a master's in production engineering from the Federal University of Rio de Janeiro. He began a career in civil engineering before immigrating to the U.S. and earning a master's in operations research and a PhD in business administration from the University of Rochester.

Goes' work regularly appears in leading academic journals, and he often presents and delivers keynote addresses at national conferences in the field of information systems. From 2013 to 2015, he was editor-in-chief of *Management Information Systems Quarterly*, the most prestigious journal in that field.

Before assuming his current deanship in March 2016, Goes served nearly eight years as head of the nationally ranked Department of Management Information Systems (MIS) and the Salter Distinguished Professor of Management and Technology at the University of Arizona.

Goes will replace Ira Solomon, who will step down this summer after 10 years as dean of the Freeman School. Solomon led Freeman through a substantial period of growth, which included the transformation of the school's home into the Goldring/Woldenberg Business Complex and expansion of Freeman's footprint downtown via the opening of the Stewart Center CBD.

Ted Fee, Senior Associate Dean and Morton A. Aldrich Professor of Business, will serve as interim dean from July 1 to Aug. 22 before Goes begins his term.



**"Freeman is very well positioned to lead in business education into the future with many significant ingredients already in place: great research faculty; strengths in the key business areas; innovative programs; a highly collaborative spirit; focus on student success through experiential learning, global activities and entrepreneurship."**

**PAULO GOES**, incoming dean,  
A. B. Freeman School of Business

## The Indicator



*A. B. Freeman School of Business  
Faculty Quoted in the Media*



March 29, 2021

“This would actually be the first time a gambling organization sponsored a stadium in the NFL. It’s happened in other sports before, but this would be the first time in the NFL, so that makes it a little bit interesting.”

**JOHN HEALEY,**

assistant professor of marketing, on the New Orleans Saints’ decision to award the Louisiana Superdome’s naming rights to Caesars Entertainment.

Read the article online at <https://bit.ly/3gLfE15>



Feb. 15, 2021

“So instead of the Reddit crowd pushing as a short squeeze, it was actually hedge funds coming in and wanting the same thing.”

**PETER RICCHIUTI,**

senior professor of practice and research director of Burkenroad Reports, on the role of institutional investors in the GameStop stock rally.

Read article online at <https://bit.ly/3nyY6GZ>

## North American CleanEnergy

Jan. 15, 2021

“As we see it, there are multiple pathways for making progress in decarbonization in the state, including carbon sequestration, decarbonization of industrial processes, integration to a hydrogen economy, and acting as a focal point for the development of offshore wind power in the Gulf of Mexico.”

**PIERRE CONNER,**

professor of practice and executive director of the Tulane Energy Institute, on Louisiana Gov. John Bel Edwards’ goal to reduce Louisiana’s greenhouse gas footprint to net zero by 2050.

Read article online at <https://bit.ly/3e1Jrko>

## Entrepreneurship

# FREEMAN RANKED AMONG NATION’S BEST FOR ENTREPRENEURSHIP

The Freeman School has been named as one of the top schools in the nation for entrepreneurship.

In its latest survey of university entrepreneurship programs, the Princeton Review and *Entrepreneur* magazine ranked the Freeman School 42nd on its list of the best graduate programs for entrepreneurship. The ranking appeared in the December 2020 issue of *Entrepreneur* and can also be viewed online at [www.princetonreview.com/entrepreneur](http://www.princetonreview.com/entrepreneur).

“Over the last several years, we’ve put special emphasis on leveraging our expertise in entrepreneurship to develop programs that provide students with a truly differentiated experience,” said Ira Solomon, Freeman School dean. “While rankings are not our primary objective, it’s gratifying to see external validation that we’re achieving what we set out to.”

“This ranking results from the Freeman School’s commitment to create an environment that inspires students to start businesses and solve complex challenges,” added Rob Lalka, executive director of the Freeman School’s Albert Lepage Center for Entrepreneurship and Innovation. “Thanks in large part to our community of Innovators-in-Residence and other excellent mentors, our programming provides students with valuable advice and feedback as they move through their entrepreneurial journey.”

The Princeton Review based the rankings on a summer 2020 survey of administrators at more than 300 undergraduate and graduate schools offering entrepreneurship studies. The survey asked administrators more than 60 questions about their school’s commitment to entrepreneurship studies inside and outside the classroom. The Princeton Review analyzed more than 40 survey data points to determine the school lists and rankings for 2021. Freeman was

the only business school within a 300-mile radius of New Orleans to make this year’s rankings.

In addition to questions about students, faculty and courses related to entrepreneurship, this year’s survey also asked schools about efforts undertaken during the pandemic to assist their entrepreneurial communities. Following the March 2020 issuance of a Stay-at-Home Order in Louisiana, the Lepage Center shifted to online programming, enabling it to continue offering mentorship programs for students as well as host the 2020 Tulane Business Model Competition, which awarded \$125,000 to three college-based startups following a virtual competition. The Lepage Center also launched a website with pandemic-related resources for entrepreneurs and partnered with community organizations to connect business owners impacted by the pandemic with mentors from across the country. In the summer of 2020, the Lepage Center launched the Lepage Strategic Advisers program, which matched students and recent graduates with local businesses in need of assistance due to the pandemic. These paid positions were offered at no cost to the businesses.

“The Lepage Center team has worked hard to assist local entrepreneurs impacted by COVID-19 while quickly expanding opportunities for students to gain relevant real-world experience,” said Lalka. “Given the tremendous response, I’m hopeful we’ll be able to build on these programs and offer additional support to startups and other small business owners, strengthening our region’s economy over the longer term.”





**“We’re really looking forward to the completion of our pilot program within the next few weeks. From there we are sure our work will be cut out for us as we continue to optimize the product.”**

**DAVID DELLAL,**  
founder of Floe



↑ David Dellal, Mitchell Guillaume and Hector Castillo, above from top, took home top honors at the 21st annual Tulane Business Model Competition for their cleantech startup Floe.

**Entrepreneurship**

**CLEANTECH STARTUP EARNS TOP PRIZE AT 21ST ANNUAL TULANE BUSINESS MODEL COMPETITION**

Floe, a cleantech company whose technology tackles the danger of ice buildup on roofs, won first place and the grand prize of \$75,000 at the 21st annual Tulane Business Model Competition (TBMC).

The final round of this year’s student venture competition, an annual presentation of the Freeman School’s Albert Lepage Center for Entrepreneurship and Innovation, took place virtually on March 25 as part of New Orleans Entrepreneur Week.

Founded by doctoral students at Yale University, Floe is developing a sustainable, automated solution that prevents water damage caused by ice dams, dangerous ice formations on roofs. The Floe system autonomously pumps de-icing fluid onto the roof to create channels for water to drain. The company launched a pilot this winter with 50 units in 10 states nationwide.

David Dellal, co-founder and CEO of Floe, said the prize money will help the venture meet critical milestones needed to become investor ready. The startup will use the funds to analyze the results of its pilot, conduct additional customer discovery, optimize design and engineering, and prepare for increased production.

“We’re really looking forward to the completion of our pilot program,” said Dellal. “From there we are sure our work will be cut out for us as we continue to optimize the product. We’re sincerely

↑ Floe’s innovative technology tackles the dangerous problem of ice buildup on roofs.

thankful to Tulane and the Freeman School for giving us the opportunity to present.”

LiRA, a healthcare technology company founded by students at the University of North Carolina, earned second place and a prize of \$30,000 for their artificial intelligence platform that recognizes facial motions associated with speech. Taking third place and a prize of \$20,000 was springrose, a company founded by students at Northwestern University that is developing adaptive, attractive intimates.

“In all my years as a judge, I believe this was the highest level of competition I’ve seen in the TBMC,” said Albert Lepage, retired chairman of Lepage Bakeries, who served as one of this year’s judges. “It speaks volumes of the teams to even be in the final three. They were thorough, prepared and eloquent in their presentations. I expect to see great things from every single one of the entrepreneurs who participated.”

“I can’t speak highly enough of this experience,” said fellow judge Trivia Frazier, president and CEO of Obatala Sciences. “I was blown away by the presentations, and it was enormously inspiring to be a part of the judges’ panel – not least because I received an up-close look at the drive and capability of these budding entrepreneurs. It bodes well for the future.”

In addition to Lepage and Frazier, this year’s final-round judges included Larry Connolly, principal of the Connolly Family Foundation; Laina Kennedy, owner and franchisee of Mister O1 Extraordinary Pizza; David Heikkinen, founding partner and CEO of Heikkinen Energy Advisors; Cheryl Watkins-Moore, director of the STEM Entrepreneurial Inclusion Initiative at BioSTL; Pierce Marshall, president and CEO of Elevage Capital Management; and David Ducote,

president of Tchoupitoulas Partners LLC.

For the second consecutive year, this year's competition was held virtually. During the competition, Ira Solomon, dean of the Freeman School, announced that starting next year students will have the option of competing either on-site or virtually.

"Students who want to come to New Orleans to pitch will always be welcome, but we want to eliminate the friction that is sometimes caused by need to travel," said Solomon. "We think the hybrid approach will make the Tulane Business Model Competition even more inclusive and competitive going forward."

"Last year, we were forced to quickly

adapt to an online format due to COVID-19, but this year we chose that format to make it easier for both students and judges to participate," added Rob Lalka, executive director of the Lepage Center. "Going virtual has created new opportunities for students nationwide to meet with alumni, investors and mentors in the Tulane network. In addition to attracting a record 119 applications, multiple judges have told me that this year's pool was the strongest in the history of the competition. All our finalists should be very proud of the businesses they're building."



### Faculty

## JOHN TRAPANI, LONGTIME ASSOCIATE DEAN, RETIRES

John M. Trapani III, who served the Freeman School as senior associate dean, vice dean and founding director of the Goldring Institute of International Business, announced his intention to retire on June 30, bringing to a close a career that included more than 30 years in senior leadership at the Freeman School.

A native of Texas and graduate of the University of Texas at Arlington, Trapani first came to Tulane in the late 1960s to pursue a doctoral degree in economics. After earning his PhD, he served as an assistant

**"Few individuals have played as significant a role in the growth and development of the Freeman School as John Trapani. I join the entire Freeman community in thanking John for his service and wishing him well in retirement."**

**IRA SOLOMON**, Freeman School dean

professor of economics at the University of Texas at Arlington for a year and a half before returning to Tulane in 1972 to become an assistant professor and, later, associate professor of economics. In 1981, he was appointed professor and chairman of the Department of Economics at the University of Texas at Arlington.

In 1989, he accepted an offer from James McFarland, the newly appointed dean of the Freeman School, to return to Tulane as associate dean for executive education and international programs. That marked the beginning of a more than 30-year role in senior leadership at the Freeman School. He served as senior associate dean and vice

dean from 1990 to 2002 and returned to the role of vice dean from 2005 to 2007. Since 2001, he has served as the Martin F. Schmidt Chair in Business and Economics. In 2012, former students led an effort to establish the John M. Trapani III Professorship in Business Administration, an endowed professorship that pays tribute to Trapani's lifetime of teaching and mentorship.

Trapani's biggest impact at Freeman, however, was likely in the area of international programs. In 1992, he was appointed founding executive director of the Goldring Institute of International Business. In that role, he led the development of international programs at the Freeman School for 28 years. Trapani was instrumental in establishing the Freeman School's institution-building strategy, which involved partnering with top business schools across Latin America to offer new programs or enhance existing programs.

Perhaps the most significant program to come from that strategy was the Latin American Faculty Development PhD program. In addition to building stronger relationships with Freeman's Latin American partner institutions, the program has awarded 85 Tulane doctoral degrees to business professors in Latin America, making the university one of the most prominent U.S. institutions in the region. Even more notably, nearly half of those PhD recipients have gone on to become deans, directors or senior administrators at their institutions.

More recently, Trapani has built stronger relationships with universities in China, including Zhejiang University, Xiamen University and the Chinese Academy of Social Sciences. Thanks in large part to Trapani's efforts, the Freeman School now admits hundreds of Chinese students to its Master of Finance, Master of Accounting and Master of Business Analytics programs and offers a number of programs in China, including a Professional Master of Finance, a Master of Management in Energy and an Executive MBA.

"Few individuals have played as significant a role in the growth and development of the Freeman School as John Trapani," said Freeman School Dean Ira Solomon. "From executive education to his service as vice dean in the wake of Hurricane Katrina to his work in international program development, John has helped to make the Freeman School what it is today. I join the entire Freeman community in thanking John for his service and wishing him well in retirement."





The 2020 Greater New Orleans Startup Report found that BIPOC-founded firms in New Orleans were half as likely to receive traditional bank loans and angel investments as white-founded firms and BIPOC-led firms were half as likely to receive angel investments as white-led firms.

## Community

### GNO Startup Survey finds racial disparities in funding

In the wake of a summer marked by protests surrounding racial injustice in the U.S., a report from the A. B. Freeman School of Business highlighted striking inequities in funding between firms owned by Black, Indigenous and People of Color (BIPOC) and white-owned firms.

The 2020 Greater New Orleans Startup Report, a project of the Freeman School's Albert Lepage Center for Entrepreneurship and Innovation, found that BIPOC-founded firms in New Orleans were half as likely to receive traditional bank loans and angel investments as white-founded firms. Companies with BIPOC leadership were also half as likely to receive angel investments as companies with white leadership.

"These insights come directly from our startup community and provide a clear, unflinching look at what BIPOC founders in our region experience," said Rob Lalka, executive director of the Lepage Center. "It's our hope that continuing to collect data year after year will help us build on work we've already done to understand these issues and assess our progress toward addressing them."

To collect data for the annual report, the Lepage Center partners with business organizations across the region to survey startups and early-stage ventures. For the 2020 report, the center and its partners made a special effort to reach out to BIPOC firms in order to present a fuller, more accurate picture of the New Orleans startup community.

Thanks in part to these outreach efforts, representation of Black-owned businesses in the dataset increased from 13% to 24%, which according to the New Orleans Data Center is more reflective of the Greater New Orleans business community. With this more representative sample of New Orleans-area entrepreneurs, the report found significant racial disparities in funding access and business outcomes.

- BIPOC-founded firms were less likely to receive traditional bank loans (8% vs. 16%) and angel investment (11% vs. 23%)
- Only 8% of BIPOC-founded firms made over \$1 million in revenue versus 28% of white-founded firms
- 23% of BIPOC-founded firms had profit margins of 10% or less compared to just 8% of white-founded firms
- Companies with leadership teams of only white executives were more likely to receive angel investment (21% vs. 11%)

Data collection for the 2021 report, which will be published in the fall, took place in February and March of this year. The Lepage Center and its partners worked to increase the representation of Latinx entrepreneurs through Spanish-language outreach and by offering the survey in Spanish. Thanks to these efforts, the representation of Latinx entrepreneurs increased from 3.2% in 2020 to nearly 7% in 2021, which according to the New Orleans Data Center is representative of the New Orleans metro area. Among the new partners the Lepage Center worked with on its outreach efforts were the New Orleans Chamber of Commerce, the City of New Orleans, the St. Bernard Economic Development Foundation, the Algiers Economic Development Foundation, El Centro and Flyte.

The 2021 Greater New Orleans Startup Survey will also be the first comprehensive, entrepreneur-reported data collection effort in the region since the COVID-19 shutdowns. Questions regarding access to COVID-19 relief funding, such as the Payroll Protection Program and the Economic Injury Disaster Loan, were added to the survey.

"The Lepage Center and its partners surveyed the local startup community in January and February of 2020, prior to the economic shutdowns resulting from COVID-19," said Ira Solomon, dean of the Freeman School. "These data represent how business owners expected the year to look, absent the pandemic. With this updated 2021 dataset, it is our hope and expectation that this year's report will help track our region's progress as the economy recovers from COVID-19." **FB**



## FINANCE

## Study shows politically connected firms enjoy preferential treatment from EPA

**W**hy do corporations make political donations? One obvious answer is to gain influence with politicians whose actions can benefit the firm, but the ways and extent to which campaign contributions impact firm value are still being studied.

In a forthcoming paper, Amanda Heitz, assistant professor of finance, investigates the relationship between campaign contributions and firm value from a new angle. Heitz and her co-authors analyzed nearly 40 years of regulatory activity by the Environmental Protection Agency and found that politically connected firms experience fewer enforcement actions and receive smaller regulatory fines than similar unconnected firms.

“To the best of our knowledge, this is the first study that provides systematic evidence that firms making campaign contributions to politicians obtain favorable enforcement by the EPA,” Heitz says.

The study focuses on EPA regulation of the Clean Air Act, the 1963 law that limits gas emissions from vehicles and industrial plants. Due to the agency’s limited resources and

the sheer number of firms subject to regulation, the EPA has substantial discretion in determining the firms it investigates and takes enforcement actions against as well as the amount of fines levied for regulatory violations.

While politically connected and non-politically connected firms were equally likely to be investigated by the EPA, Heitz says politically connected firms — defined by the authors as those that made campaign donations to candidates involved in close elections — were subject to fewer enforcement actions and received 4.4% less in fines than non-politically connected firms despite no difference in criteria gas emissions.

The effect was even more pronounced in cases where firms donated to politicians with greater ability to influence EPA actions. Heitz cites party seniority and leadership and seats on committees that interact with the EPA or impact its funding — such as Oversight, Agriculture, Environment, Energy and Appropriations — as factors that increase the influence of certain politicians.

“What we find is that firms that are connected to these more powerful politicians — the ones that are interacting

with the regulators — fare even better,” Heitz says. “The decreases in enforcement actions and fines are magnified when firms are connected to powerful politicians.”

The results are similarly magnified for firms that are more likely to be valuable to politicians, such as firms in critical industries in the politician’s home state, firms that are large employers in the politician’s home state, and, not surprisingly, firms that are major donors to the politician.

“I think this study really confirms a lot of the media anecdotes,” Heitz says. “Most people would probably assume that campaign contributions lead to preferential regulatory treatment. We just tell that story using data.”

While the study might sound more like investigative journalism than finance research, Heitz says it extends the theory of political capital, which posits that firms cultivate political connections to generate value.

“We’re still figuring out all the ways that campaign contributions and political connections bring firms value,” she says. “Selective environmental regulation is a new channel. We didn’t know that firms connected to politicians realize favorable environmental regulatory enforcement. Now, with growing concerns about global warming, environmental regulation is likely going to be a much more important component of firm decision making.”

While one takeaway from the study might be that firms should continue to buy access to powerful politicians to reduce their regulatory enforcement risk, Heitz says a less cynical response would be to focus instead on the EPA.

“The EPA has finite resources, and the size of those resources can vary dramatically with the administration in charge,” she says. “Perhaps we can do things like set up more long-term funding for the EPA to give it the resources to implement policies that could result in more uniform regulatory enforcement or change laws to be more explicit in terms of which types of violations lead to enforcement. In the end, policymakers, regulators and firms must all balance the negative externalities associated with pollution with their potential to create jobs and economic growth. Since society at large benefits from clean air, this is a question of paramount importance.” **FB**

Heitz’s paper, “Corporate Political Connections and Favorable Environmental Regulatory Enforcement,” co-authored with Youan Wang and Zigan Wang, is forthcoming in *Management Science*.

↓ Assistant Professor of Finance Amanda Heitz found that politically connected firms receive preferential treatment from the EPA.



## SELECTED FACULTY PRESENTATIONS, HONORS, AWARDS, ETC.

**SHERIF EBRAHIM**, professor of practice in management, and **ASHLEY NELSON**, professor of practice in management communication, were named co-recipients of the 2021 Dean’s Excellence in Intellectual Contribution Award, which honors professors of practice and lecturers who have produced outstanding scholarly contributions.



↑ **XIANJUN GENG**, professor of management science, was recently appointed to the editorial boards of two journals. Geng will serve as an associate editor of *Management Science* and as a senior editor of *Production and Operations Management*.

**ANYI MA**, assistant professor of management, was recently honored with the 2020 Alvah H. Chapman Jr. Outstanding Dissertation Award. Presented by the Center for Leadership (CFL) at Florida International University, the award recognizes an individual whose dissertation makes an outstanding contribution to the field of leadership. Ma received the award for her dissertation “The Ambitious-Dominant-Ability (ADA) Model of Agency for Gender and Leadership.”

**RAKESH MALLIPEDDI**, assistant professor of management science, was recently honored with the 2020 Elwood S. Buffa Doctoral Dissertation Award at the 51st annual Decision Sciences Institute Conference. He received the award for his dissertation “Essays on Operational Problems in Digital Economy.”



↑ **DANIEL MOCHON**, associate professor of marketing, received the 2021 Dean’s Excellence in Undergraduate Teaching Award. The award is the Freeman School’s highest honor for undergraduate instruction.

↓ **CLAIRE SENOT**, associate professor of management science, received the 2021 Erich Sternberg Award for Faculty Research, which recognizes Freeman School faculty members for significant contributions to their academic field of interest. Senot was also appointed as associate editor of *Manufacturing & Service Operations Management (M&SOM)*.



**SHUHUA SUN**, assistant professor of management, and **BARRETT WHEELER**, assistant professor of accounting, were named co-recipients of the 2021 Irving H. LaValle Research Award, which recognizes Freeman School professors for excellence and advancement of the highest standards of research.

**SHERI TICE**, professor of finance, received the 2021 Dean’s Excellence in Graduate Teaching Award. The award is the Freeman School’s highest honor for graduate-level instruction.

## SELECTED FACULTY PUBLICATIONS

**STEPHANIE CHENG**'s paper "The Information Externality of Public Firms" has been accepted for publication in *Journal of Accounting Research*. Cheng is an assistant professor of accounting.



**OLEG GREDIL**'s paper "Do Private Equity Managers Have Superior Information on Public Markets?" was accepted for publication in *Journal of Financial and Quantitative Analysis*. Gredil is an assistant professor of finance.

**SOPHIA HAMM**'s paper "Organized Labor and Inventory Stockpiling" co-authored with Boochun Jung, Woo-Jong Lee and Daniel G. Yang, has been accepted for publication in *The Accounting Review*. Hamm is an assistant professor of accounting.



**LYNN HANNAN**'s paper "Do Peer Ratings Work?", co-authored with Markus Arnold, Margaret Shackell and Ivo Tafkov, was published in the December 2020 edition of *Strategic Finance*. Hannan is a professor of accounting and the Jayne Ritchey Cohen Chair of Business Administration.

Read more about research online at [freemanmag.tulane.edu](http://freemanmag.tulane.edu)

**AMANDA HEITZ**'s paper "Corporate Political Connections and Favorable Environmental Enforcement," co-authored with Zigan Wang and Youan Wang, was accepted for publication in *Management Science*. Heitz is an assistant professor of finance.

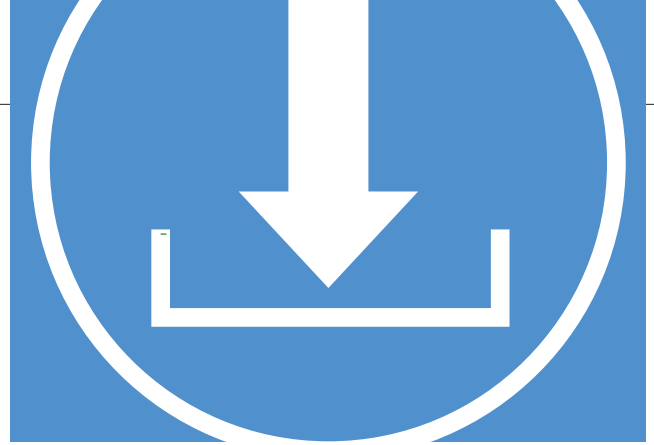
**CANDACE JENS**' paper "Political Uncertainty and Firm Investment: Project-Level Evidence from M&A Activity," co-authored with Zhenhua Chen, T. Beau Page and Mehmet Cihan, has been accepted for publication in *Journal of Financial and Quantitative Analysis*. Jens is an assistant professor of finance.

**DEEN KEMSLEY**'s paper "Tax Evasion and Money Laundering: A Complete Framework," co-authored with Sean A. Kemsley and Frank T. Morgan, has been accepted for publication in *Journal of Financial Crime*. Kemsley is an associate professor and the Albert H. Cohen Alumni Professor of Accounting.

**RAJAT KHANNA** recently had two papers accepted for publication. "Peeking Inside The Black Box: Inventor Turnover and Patent Termination" was accepted for publication in *Journal of Management* and "Aftermath of A Tragedy: A Star's Death And Coauthors' Subsequent Productivity" was accepted for publication in *Research Policy*. Khanna is an assistant professor of management.



**JUNGHEE LEE**'s paper "Alleviating Drug Shortages: The Role of Mandated Reporting-Induced Operational Transparency," co-authored with Hyun Seok Lee, Hyoduk Shin and Vish Krishnan, was accepted for publication in *Management Science*. Lee is an assistant professor of management science.



**SEOUNGWOO LEE**'s paper "Managing the Versioning Decision over an App's Lifetime," co-authored with Jie Zhang and Michel Wedel, has been accepted for publication in *Journal of Marketing*. Lee is an assistant professor of marketing.

**SERENA LOFTUS**'s paper "Causal Language and Effective Performance Evaluations," co-authored with Lloyd Tanlu, has been accepted for publication in *Strategic Finance*. Loftus is an assistant professor of accounting.



**RAKESH MALLIPEDDI**'s paper "A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers," co-authored with Subodha Kumar, Chelliah Sriskandarajah and Yunxia Zhu, has been accepted for publication in *Management Science*. Mallipeddi is an assistant professor of management science.

**TED MATHERLY**'s paper "Racialization of Peer-to-Peer Transactions: Inequality and Barriers to Legitimacy," co-authored with Steven Shepherd, has been accepted for publication in *Journal of Consumer Affairs* for a special issue on race in the marketplace. Matherly is a visiting assistant professor of marketing.

**GANS NARAYANAMOORTHY** recently had two papers accepted for publication. "Minimum Tick Size and Analyst Coverage: Evidence from the Tick Size Pilot Program," co-authored with Zhenhua Chen, Adrienna Huffman and **RUIZHONG ZHANG (PHD '20)**, was accepted for publication in *Journal of Business Finance and Accounting*, and "Analyst Underreaction and the Post-Forecast Revision Drift," co-authored with Po-Chang Chen, Theodore Sougiannis and Hui Zhou, was accepted for publication in *Journal of Business Finance and Accounting*. Narayanamoorthy is a professor of accounting.

**Ziye "Zoe" Nie**'s paper "Short-Term Reversals, Short-Term Momentum, and News-Driven Trading Activity," co-authored with Ethan Chiang and Chris Kirby, has been accepted for publication in *Journal of Banking and Finance*. Nie is a visiting assistant professor of finance.





↑ **ASHLEY NELSON's** article "An Analysis of the Academic Environment in Business and Professional Communication," co-authored with Paula Lentz, Tina Coffelt, Peter Cardon, Linda Cresap and Dirk Remley, has been accepted for publication in *Business and Professional Communication Quarterly*. Nelson is a professor of practice in management communication.

**JASON SANDVIK's** paper "Employee Responses to Compensation Changes: Evidence from a Sales Firm," co-authored with Richard Saouma, Nathan Seegert and Christopher Stanton, has been accepted for publication in *Management Science*. Sandvik is an assistant professor of finance.

**CLAIRE SENOT's** paper "Reflections on Continuity of Care and Risk of Readmission" was accepted for publication in *Production and Operations Management*. Senot is an associate professor of management science and holder of the Freeman School's Albert Lechter Early Career Professorship.

↓ **ERIC SMITH's** article "Hydrogen in the United States – Developmental Perspective," co-authored with Kim Talus, appeared in the February 2021 issue of *Oil, Gas & Energy Law*. Smith is a professor

of practice and associate director of the Tulane Energy Institute.

**VENKAT SUBRAMANIAM's** paper "Labor Unions and Product Quality Failures," co-authored with Omesh Kini, Jaideep Shenoy and Mo Shen, has been accepted for publication in *Management Science*. Subramaniam is an associate professor and Exxon Professor of Finance.

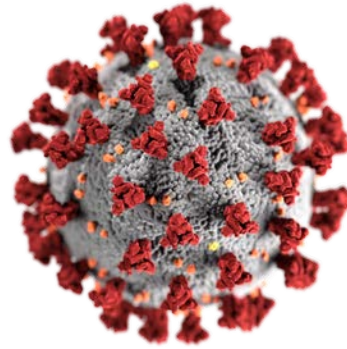
**SHUHUA SUN** recently had five articles accepted for publication. "Mitigating the Psychologically Detrimental Effects of Supervisor Undermining: Joint Effects of Voice and Political Skill," co-authored with Freeman School faculty members **MIKE BURKE, HUAIZHONG CHEN** and **RICKY TAN** as well as Jiantong Zhang and Lili Hou, was accepted for publication in *Human Relations*.

"How Does Affect Influence Job Search Effort and Success? It Depends on Activation and Core Self-Evaluations," co-authored with Serge P. da Motta Veiga, Daniel Turban and Maw-Der Foo, was accepted for publication in *Human Resource Management*.

"Predictors of Managers' Mental Health During the COVID-19 Pandemic," co-authored with Lorenz Graf-Vlachy and Stephen Zhang, was accepted for publication in *European Journal of Psychotraumatology*.

"Developing and Testing a Measure of COVID-19 Organizational Support of Healthcare Workers – Results from Peru, Ecuador and Bolivia," co-authored with Stephen Zhang, Asfhar Jahanshahi, Aldo Alvarez-Risco, Verónica García Ibarra, Jizhen Li and Ross Mary Patty-Tito, was accepted for publication in *Psychiatry Research*.

"Beyond Predicting the Number



of Infections: Predicting Who Is Likely To Be COVID Negative or Positive," co-authored with Stephen Zhang, Asfhar Jahanshahi, Yifei Wang, Jizhen Li and Maryam Dinani, was accepted for publication in *Risk Management and Healthcare Policy*.

Sun is an assistant professor of management.

**RICKY TAN** recently had two papers accepted for publication in *Production and Operations Management*: "Less Is More? The Strategic Role of Retailer's Capacity," co-authored with Yan Xiong, Xi Li, Haibing Gao and Huazhong Zhao, and "Social Promotion: A Creative Promotional Framework on Consumers' Social Network Value," co-authored with Haibing Gao, Huazhong Zhao, Lisa Lin and Lai Wei. Tan is an associate professor of management science.



↑ **J. CAMERON VERHAAL** recently had two papers accepted for publication. "Stepping out of the Shadows: Identity Exposure as a Remedy for Stigma Transfer Concerns in the Medical Marijuana Market," co-authored with Olga Khessina and Samira Reis, was accepted for publication in *Administrative Science Quarterly*, and "The Authenticity Paradox: Why the Returns to Authenticity on Audience Appeal Decrease in Popularity and Iconicity," co-authored with Stanislav Dobrev, was accepted for publication in *Journal of Management*. Verhaal is an assistant professor of management.

**CARMEN WEIGELT** and **J. CAMERON VERHAAL's** paper "Blinded by the Sun: The Role of Prosumers as Niche Actors in Incumbent Firms' Adoption of Solar Power During Sustainability Transitions," co-authored with Shaohua Lu, has been accepted for publication in *Research Policy*. Weigelt is an associate professor of management, and Verhaal is an assistant professor of management.

**BARRETT WHEELER's** paper "Unrecognized Expected Credit Losses and Bank Share Prices" has been accepted for publication in *Journal of Accounting Research*. Wheeler is an assistant professor of accounting.



# A Tenacious Purs



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**After 10 years leading the Freeman School, Ira Solomon is stepping away from the dean's suite, leaving a legacy of new programs, increased enrollments, a stronger faculty and two spectacular new facilities.**  
**By Mark Miester.**

# Unit of Excellence

**IRA SOLOMON** likely surprised a few people in November when he announced he would not be seeking a third term as dean of the A. B. Freeman School of Business.

Since his arrival in 2011, Solomon had embraced the dean's role with missionary zeal. His charge had been to lead Freeman from what had essentially been recovery mode in the years following Hurricane Katrina to the next stage in its development, a period of planned, strategic growth, and he pursued that goal with inexhaustible drive.

"If all the Freeman School needed was a caretaker," he said at the time, "there'd be no reason for me to be here."

Solomon was much more than a caretaker. Over the course of 10 years, he launched a succession of transformative initiatives — faculty expansion, new graduate programs, a building campaign, international partnership and more — with a tenacity that belied his mild-mannered demeanor. Everyone who crossed Ira's path quickly learned he was exacting and unrelenting in pursuit of excellence. He was, in the words of one senior administrator, a force of nature.

"When I think about Ira, the first thing that comes to mind is tenacious," says Yvette Jones (MBA '95), chair of the Business School Council and former executive vice president for university relations and development at Tulane University. "He really was driven, he had a plan for what he wanted to see the Freeman School become, and he strove for excellence in everything he approached."

"When Ira joined us 10 years ago, it was very clear that he had specific goals in mind, and he did not rest until the goals he set personally and for us as a team were met," adds Sharon Moore, assistant dean for academic operations at the Freeman School.

"In academia, change moves at glacial speeds, but Ira's tenacity and vision enabled him to make lasting, impactful changes that increased the quality of the student experience and improved the school's reputation," says Rick Rees (A&S '75, MBA '75), co-founder of LongueVue Capital and a member and former chair of the Business School Council. "The Freeman School today is a better institution than when Ira arrived."

Solomon says his decision to step down wasn't based on any one thing, but the length of time he'd already served — and the prospect of committing to five more years — weighed heavily.

"Ten years is a long time in a dean's role," he says, noting that the average tenure of a dean at an AACSB school is about four years. "A senior colleague of mine, once upon a time, said something to me along the lines of, 'If you haven't done it in 10 years, it's not going to get done.' So that was resonating.

"And 10 years is a long time not just from the standpoint of the individual, but also the institution," he adds. "I think the school could benefit from having somebody come in with a fresh set of eyes and ideas."

Ira Solomon, photographed in his office in 2012, began his deanship by leading a faculty recruiting initiative that increased the school's tenure-system faculty by a remarkable 65%.



**"The magnificent Goldring/Woldenberg Business Complex will likely be the most visible reminder of Ira's 10 years at Freeman, but his true legacy has been his determined willingness to address problems head on and solve them."**

**JERRY GREENBAUM (BBA '62),**  
founder, Greenbaum Cos.



Above: Freeman hosted a groundbreaking ceremony in September 2016 to celebrate the start of construction on the Goldring/Woldenberg Business Complex. Taking part were, from left, Board of Tulane Chair Darryl Berger (L '72), E. Pierce Marshall Jr. (BSM '90), Tulane President Mike Fitts, Bill Goldring (BBA '64), Dean Solomon and Jerry Greenbaum (BBA '62).

**“My children attended the Freeman School, so I saw firsthand the impact Dean Solomon had on business education at Tulane. He built both a magnificent new building and a truly world-class business program. Not bad for a former accountant!”**

IRWIN SIMON, chairman and CEO, Aphria Inc.



More than 40 years of Freeman School leadership: Dean Ira Solomon, center left, welcomed former Dean Meyer Feldberg, center right, to the business school in June 2016. Also greeting Feldberg were former Deans Angelo DeNisi, left, and James McFarland.

There were also personal reasons. Solomon and his wife, Susan, have three young grandchildren in Houston, a fourth young grandchild in Chicago, and a fifth on the way in Evanston, Illinois.

“I’ve been getting increasing pressure from family to dial some things back, but that’s very hard to do as dean,” he says. “Your schedule is never your own, and there’s always more things to do than the 24 hours in a day would permit.”

And while it wasn’t a deciding factor, the specter of COVID-19 also played a role.

“A lot of what I enjoy in the dean position is sitting down, face-to-face, with people who are part of the Tulane community and sharing with them my thoughts about what we might do together to improve things for students, faculty and the city of New Orleans,” he says. “In the last year, that’s become almost impossible to do in the way I like to do it. You can still accomplish things via Zoom, but for me, it’s not the same as sitting across the table from somebody and working together to co-evolve an idea that could have some impact.

“So it’s a whole variety of things,” he says. “And the rest of the story is, I think the school is in pretty good shape. All in all, it’s not a bad time to hand it over to the next person.”

**WHEN SOLOMON** hands over the reins on June 30, he’ll be handing off a bigger and in many ways better school than the one he inherited, and much of that growth and improvement is a direct result of his efforts. Solomon wasted little time making an impact at Tulane. Almost immediately after his hiring in 2011, he launched a faculty expansion plan designed to grow the ranks of Freeman’s tenure-system faculty by an eye-popping 40%.

In the wake of Hurricane Katrina, Freeman had lost a large number of tenure-system faculty members to the upheaval and subsequent university restructuring. Over the next several years, as enrollments returned to pre-Katrina levels — and then surpassed them — Freeman relied increasingly on non-tenure-system instructors to meet the school’s teaching needs. By 2010, non-tenure-system instructors made up 40% of the Freeman School’s full-time faculty, a figure far beyond AACSB accreditation guidelines.

“My first task as dean was to reestablish a tenure-system faculty that was at least as good as it had been in the past — and possibly even stronger,” Solomon recalls. “Doing so would allow us to more comprehensively serve students and at the same time increase the reputational capital of the Freeman School. If you asked me what my single most significant charge was, it would be that.”

Solomon lobbied then Tulane President Scott Cowen and Provost Michael Bernstein to support an ambitious faculty hiring plan designed to bring Freeman into compliance with accreditation standards while concurrently improving the quality of instruction and increasing the school’s research output, a critical component of business school rankings. Since 2012, the plan has resulted in a 64.9% increase in the number of tenure-system faculty at the Freeman School and a net increase of 24 tenure-system faculty members. Among the award-winning scholars to join Freeman in that time are Lynn Hannan, Ted Fee, Gus De Franco, Xianjun Geng, Jasmijn Bol, Claire Senot and Ricky Tan.



**“Ira approached challenges looking for the solution. He acknowledged the problem, but quickly reframed to look for a new path. I think that strength allowed him to accomplish as much as he did. New graduate degree programs and new buildings aren’t launched without roadblocks, and he never let those roadblocks derail his goals.”**

**CALEB ROBERTS**, senior philanthropic adviser,  
Tulane University

Thanks in great part to the hiring initiative, Freeman has steadily increased its research quality and output. In 2020, the University of Texas at Dallas ranked the Freeman School 71st in North America in its Top 100 Business School Research Rankings, a jump of 11 spots over 2019’s ranking. Freeman also had the greatest worldwide rank increase for research output between 2018 and 2019 according to the survey. Those rankings take on additional weight given that they’re not adjusted for faculty size, meaning Freeman is competing against schools with larger — sometimes much larger — faculties.

“That’s hard work,” Solomon says. “You need smart, dedicated, hard-working people to get into top-tier journals, and the Freeman faculty has been doing so at an unprecedented rate.”

While the university supported Solomon’s hiring plan, it wasn’t a blank check. To pay for it, Freeman would need to generate additional revenue via tuition, and Solomon recognized that that growth wasn’t likely to come from the MBA.

“Once upon a time, if you worked for a company for a couple of years, they would pay for you to go to an MBA program,” he explains. “Today, only about 18% of the people who are in MBA programs are getting significant funding

from their employers. That’s a big change. Reading the tea leaves and recognizing that there were knowledge and skills beyond the undergraduate degree that were critical to being successful in business led us to look at one-year master’s programs.”

Less expensive and time consuming than traditional MBA programs, one-year master’s programs were becoming increasingly popular with students. Over the next several years, Solomon and John Clarke, associate dean for graduate programs and executive education, focused extensively on growing Freeman’s existing one-year programs and introducing new ones. The effort began in 2012 when Freeman leveraged growing demand in Asia to almost double the size of the one-year Master of Accounting and Master of Finance programs. That same year, in partnership with the Graduate School of the Chinese Academy of Social Sciences, Freeman launched a double-degree Professional Master of Finance program for Chinese students. In 2014, Freeman introduced the Master of Management, a new one-year program aimed at recent graduates with non-business degrees. In 2018, Freeman launched the one-year Master of Business Analytics program, which prepares students for jobs in the fast-growing field of data analysis. In 2019

**“Ira’s most important contributions to the Freeman School include his leadership in building a strong accounting area and a joint finance/accounting concentration for our PhD program. In addition, opening our domestic graduate programs to the Asia market has also had a significant impact on our graduate enrollments and reputation in China.”**

**JOHN M. TRAPANI III**, Martin F. Schmidt  
Chair of International Business



Freeman partnered with the School of Architecture to establish a double-degree MBA/Master of Sustainable Real Estate Development program, and in 2020 Freeman launched its first ever online degree program, the Master of Management in Entrepreneurial Hospitality.

Solomon’s proactive approach to problem solving and keen understanding of the business education market earned him the respect and support of the Business School Council.

“Ira was willing to tackle the really difficult problems and solve them rather than pretend they don’t exist and pass them down the road for others to worry about at some future time,” says Jerry Greenbaum (BBA ’62), founder of the Greenbaum Cos. and a member of the Business School Council.

“Instead of being reactive to the changes affecting higher education, Ira sought to be more strategic and more opportunistic,” adds Jay Lapeyre (MBA/JD ’77), president of the Laitram Corp. and a member of the Business School Council. “That led to partnerships, both within the university and internationally, that resulted in programs that were more responsive to what consumers and students were seeking.”

While the one-year programs brought in more graduate students – and more tuition revenue – the increasing number of undergraduate students brought challenges. Thanks in large part to Tulane’s unique undergraduate admission policy, which allows students to move freely among the university’s undergraduate schools, Freeman grew to become the largest school at Tulane and, for a time, the fastest growing business school in America. That explosive growth left the school with a critical shortage of space.

In 2013, Solomon began meeting with university officials and architects to plan a new building to accommodate Freeman’s surging student population. From the beginning, Solomon envisioned the building as an opportunity to create not just more space but better space, space that facilitated more engaging teaching methods and more collaborative learning.

“We needed more physical space but also, quite frankly, better designed physical space for the way we were going to be doing education going forward,” Solomon explains. “An example of that would be more flat classrooms and fewer tiered classrooms, so that faculty could rearrange the configuration of the seats and allow for more interaction in the classroom among students in groups and teams.”

Completed in 2018 at a cost in excess of \$35 million and funded entirely by alumni, parents and friends, the Goldring/Woldenberg Business Complex was a spectacular addition to Tulane’s uptown campus. The award-winning complex, which combined the Freeman School’s two buildings — Goldring/Woldenberg Hall and Goldring/Woldenberg Hall II — into a single unified structure, added 10 new glass-walled classrooms, 390 new classroom seats, 20 new faculty offices, more than 30 new breakout rooms and study areas, a new financial analysis lab, and dramatically larger suites for undergraduate education and the Career Management Center. Serving as the building’s centerpiece is the Marshall Family Commons, an expansive three-story atrium that has quickly become a center of student life at Tulane. The Marshall Family Commons also features two glass-enclosed classroom towers that, like the glass-walled classrooms, allow building users to see the Freeman educational experience in action.

**“The Goldring/Woldenberg Business Complex turned out beyond my wildest dreams. It’s become a center of attention and focal point on Tulane’s campus. The architect may have been responsible for designing it, but Ira stayed on top of it the whole time and played a big role in the way it came out.”**

**BILL GOLDRING (BBA '64)**, chairman, the Sazerac Co.



Dean Solomon, right, accepts a gift from the 2019 reunion classes during the year’s reunion party. In 10 years under Solomon, the Freeman School raised more than \$84 million from donors.

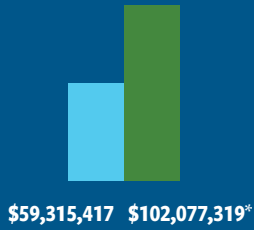


Dean Solomon photographed in April 2018 outside the Goldring/Woldenberg Business Complex, the \$35 million business school expansion he led from conception to completion. Facing page: Dean Solomon and his wife, Susan, at the May 2021 Business School Council dinner at Commander’s Palace.

# BY THE NUMBERS



**FREEMAN SCHOOL ENDOWMENT**



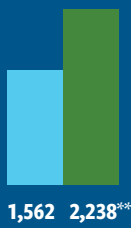
**GRADUATE ENROLLMENT**



**FULL-TIME FACULTY**



**UNDERGRADUATE ENROLLMENT**



**TENURE SYSTEM FACULTY**



**PHYSICAL PLANT**



\*As of Dec. 31, 2020

\*\*As of fall 2020

\*\*\*Includes approximate total square footage of Goldring/Woldenberg Business Complex and Stewart Center CBD



Dean Solomon with Xiaoming Wang, director of the Global Centre for Culture and Education at the Graduate School Chinese Academy of Social Sciences, at a reception in Beijing in 2016. Under Solomon, the Freeman School moved aggressively to establish partnerships and new programs in China.



Solomon photographed at Stewart Center CBD, the Freeman School's facility for international and executive programs that opened in downtown New Orleans in 2019.



“The vision for putting learning on display was Ira’s,” says Caleb Roberts, senior philanthropic adviser with Tulane’s Office of Advancement, who worked with Solomon on fundraising for the building. “The glass classrooms change the feel of the B-school, and that was Ira’s brainchild.”

“I worked with Ira in his fundraising role, and that’s where I really grew to respect him,” adds Jones. “He knew what he wanted to do and he knew what he wanted to raise money for, but he was always willing to take guidance and advice about the best approach to people. He really turned out to be quite an effective fundraiser.”

In 10 years under Solomon, Freeman raised more than \$84 million and grew its endowment by more than \$42 million.

A little over a year after opening the GWBC, Solomon introduced another new building. Stewart Center CBD, a 21,000 square foot facility located within the New Orleans Culinary & Hospitality Institute in downtown New Orleans, serves as the new home of Freeman’s Stewart Center for Executive Education and Goldring Institute of International Business. The move brings Freeman classroom space closer to working professionals in New Orleans and visiting international students staying at downtown hotels, but Solomon says he expects the facility to play an even greater role in programming over the next several years.

“From a strategic perspective, we wanted to redouble our focus on New Orleans and the Gulf South, and putting a flag in the ground in the CBD was a way to do that,” he explains. “The idea was to give us more space for graduate programming, more space for programming targeted at working professionals, like the executive and professional MBA programs, and more space to launch new programming, like non-degree executive education and development programs. We devised some programs in those areas and then COVID put them on hold, but the plan is to make that work. I remain convinced that this is a very strong opportunity with a very big future.”

**WHILE HIS SERVICE** as dean may be coming to an end, Solomon does not plan to ride off into the sunset. He is a tenured professor of accounting, and following a yearlong sabbatical, he plans to return to Freeman to resume his teaching and research.

**“Ira has a strong personality and a kind heart. He doesn’t often show it at first, but once you get past that outer shell you can see his heart with all its compassion. He’s also a loyal friend. He’s always there if you need to talk or just say hi after you haven’t spoken in a long while.”**

**SHAUN BUDNICK**, retired audit partner, KPMG

“The financial reporting model in the U.S. is a laggard with respect to how the world is changing,” Solomon says. “Innovations in information, communication and transportation technology have created new business models which traditional financial reporting has a hard time depicting, so I’m interested in playing a role in helping to evolve the accounting and financial reporting model.”

That’s a big change from his duties as dean. While he won’t miss the creeping bureaucracy of the job, Solomon says he’ll miss the people — the faculty, staff, students, Business School Council members and, most of all, alumni. He recalls one alumnus in particular whose son attended Freeman and will be graduating from law school at NYU this year.

“His son left here three years ago, and yet I still get an email from him once a month,” Solomon says with a smile. “That’s unique. A lot of schools say that they have a great relationship with their people, but I think what Tulane has — the connection between alumni and the institution — is very special. Whoever comes in as dean is going to inherit the greatest community one could ask for, and I can only hope they appreciate and enjoy the relationships they’re going to make here as much as I have.” **FB**

## CLASS NOTES

News and notes from alumni of  
the A. B. Freeman School of Business

To submit your news, email [freeman.info@tulane.edu](mailto:freeman.info@tulane.edu)  
or visit [freeman.tulane.edu/classnotes](http://freeman.tulane.edu/classnotes)

### 1970s

**Ralph Brennan (A&S '73, MBA '75)** has been elected the 21st chairman of the board of the Culinary Institute of America. Brennan is owner and operator of the Ralph Brennan Restaurant Group, which includes Red Fish Grill, Ralph's on the Park, Café NOMA, Ralph



Brennan's Jazz Kitchen and Jazz Kitchen Express, Ralph Brennan's Catering & Events, and Napoleon House. In partnership with Terry White, he owns Brennan's on Royal Street, which will celebrate its 75th anniversary in 2021.

Brennan also owned and operated the DiRoNa Award-winning BACCO restaurant for 20 years. Brennan has a long history of service in the hospitality industry. He served as chairman and president of the National Restaurant Association and the National Restaurant Association Educational Foundation and presided over both the Louisiana Restaurant Association and the New Orleans Restaurant Association. Founded in 1946, the Culinary Institute of America is the world's premier culinary college. The CIA

Board of Trustees consists of 25 highly respected leaders in the foodservice industry and business world who provide expert governance and guidance for the not-for-profit college.

**Doug Hertz (A&S '74, MBA '76)** was named to *Atlanta's Magazine's* Atlanta 500, which highlights the 500 most influential people in Atlanta. Hertz is president and CEO of United Distributors, the family-owned beverage distribution business he grew into one of Atlanta's top 25 private companies. Hertz sits on the boards of the Marcus Foundation, Atlantic Capital Bank, Georgia Research Alliance and the Westminster Schools and serves on the board and executive committee of Tulane University. He's also chairman of Children's Healthcare of Atlanta and a minority owner of the Atlanta Falcons. A native of Atlanta, Hertz began his career with KPMG in New Orleans, working in the accounting and consulting services area.

**Javier Castillo (MBA '77)** recently retired from Lawrence Behr Associates, ending a 35-year career leading sales efforts at the firm, which serves technical

infrastructure needs related to the broadcast, wireless, electromagnetic compatibility and safety sectors worldwide. A native of Nicaragua, Castillo joined LBA in 1985 and served as the company's Latin America broadcast sales manager for many years.

### 1980s



**Tim Fulton (MBA '81)** recently published his third book, *The Meeting*. The book is based on Fulton's 16 years as a Vistage group chair and facilitating over 600

peer-group meetings. Fulton is a nationally recognized small business expert. He publishes an award-winning newsletter, hosts a monthly podcast and leads one of the largest conferences for small business owners in Atlanta.

**Ben Joel (MBA '81)**, managing director of RBC Wealth Management in Atlanta, was ranked 40th on the Forbes 2021 list

*continued on page 26*



Vignesh Krishnan is the founder of Research Defender, a new startup that helps companies ensure the validity of their survey data.

## IN FOCUS

# ONE STARTUP LEADS TO ANOTHER

**B**efore coming to New Orleans to pursue his MBA at the Freeman School, Vignesh Krishnan (MBA '10) spent three years working as an engineer with Dell Perot Systems. The company was anything but a startup, but Krishnan says the experience helped lay the foundation for Research Defender, the New Orleans-based tech company he launched in 2018.

"For me, it was useful to learn things like processes, the importance of showing up on time and how to work with management," he says. "It was not a small company where anything goes, and it was good for me to get that discipline early on."

After earning his MBA from Freeman, Krishnan joined Lucid, a New Orleans-based startup that created a software platform to connect buyers and sellers of sample, becoming the world's largest marketplace for survey panels.

Krishnan worked at Lucid for eight and a half years, beginning as a product manager and working his way up to chief of staff. Though he wasn't part of the founding team, Krishnan joined the company early on while it was still developing its systems.

"A lot of things that we take for granted had to be built," he says of his early days at Lucid. "The processes I was talking about at Dell Perot — building out the sales channel, the product, establishing

management — a lot of those things had to be created for the company to be successful."

Toward the end of his time at Lucid, Krishnan began to see the need for a new type of software solution, one that he felt could best be implemented independently of Lucid. Krishnan wanted the high level of focus that comes with an early-stage startup, and he also recognized that the problem he was trying to solve was something new: He wanted to focus on fraud management and data quality.

"You can't be the auditor and also be part of the transaction," he says. "The business model itself dictated independence. You can be more independent and nimbler if you build a separate entity."

Originally called SampleChain, Research Defender is, like Lucid, a research technology — or ResTech — company, which refers to the technology and digital tools used in the research and insights industry.

"When companies conduct market research surveys, quality is really important to make sure the data means something," says Krishnan. "Just like you have fake news, you can also have fake research, or at least compromised research. Companies are making multi-million-dollar decisions based on this research, so it's important for it to be accurate."

Krishnan says that Research Defender's use of the newest machine learning technology is part of what makes his software innovative. His top competitors use software that was built more than a decade ago. Another advantage, Krishnan says, is Research Defender's team.

"A lot of us didn't just jump into this," he says. "We were in the industry, so we understand the benefits of high-quality data and the costs of low-quality data."

Krishnan has worked hard to build a highly qualified team, which he credits in part for his ability to keep an even keel.

"The problem with success is it's a mirage," he says. "It's never there, and you're just working toward this abstract thing. Instead, your emotions should be tied to the joy of the work that you're doing and the people that you work with."

Krishnan finds satisfaction in knowing that Research Defender's solution is helping clients.

"When I speak to clients and they say, 'The software really helped us to build our business,' that's really, really satisfying," he says. "That's why a business exists: to create value for somebody." **FB**

**"You can't be the auditor and also be part of the transaction.**

**You can be more independent and nimbler if you build a separate entity."**

Vignesh Krishnan (MBA '10), founder of Research Defender

of Best-in-State Wealth Advisors in Georgia.

**Mark S. Lewis (MBA '81)** is the author of *Give a Damn: The Ticket to Cultural Change*, a new book that combines contemporary moral philosophy with practical initiatives individuals can implement to achieve greater success, happiness and clarity, both personally and professionally. Lewis is president of Communique LLC, an entrepreneurial business coaching firm based in New Orleans. In addition, he moderates five Louisiana CEO round

tables, serves as volunteer membership director for the Louisiana chapter of Entrepreneurs' Organization and serves as project coordinator for the Louisiana IT Symposium. Lewis also owns a fiberglass manufacturing company.

**Richard M. Lerner (A&S '81, MBA '83)** donated \$5 million to Tulane University to establish a Presidential Chair devoted to increasing the world's scientific understanding of aging and longevity. The Lawrence E. Lerner Presidential Chair Endowed Fund, named after Lerner's

father, who died in 2019, will support a professor in an interdisciplinary area of academic study, with the initial chair holder to be a scholar whose research focuses on gerontology or related disciplines. Now retired, Lerner was chairman and chief executive officer of Annapolis Bancorp Inc. and its subsidiary, BankAnnapolis, and also chairman of the Maryland Region of First National Bank of Pennsylvania after it acquired Annapolis Bancorp.



David Olk helped build ShopKeep into one of the industry's leading cloud-based POS systems before selling the company to Lightspeed in November 2020.

## Getting ahead in the cloud

**ALUMNI SPOTLIGHT** *David Olk (BSM '98)*

**I**n 2011, David Olk teamed up with Jason Richelson to raise \$2 million to build a company with the goal of taking small businesses where they'd never gone before: the cloud.

As co-owner of a specialty grocery store and wine shop in Brooklyn, Richelson had struggled with the store's clunky point-of-sale system, which required him to be physically present within the store to use and often broke down. He resolved to build a better system, one that would utilize the new technology of cloud computing to enable business owners to access information about how their stores were performing from anywhere.

"When Jason and I met," Olk recalls, "I had the opportunity to build something from scratch, and he had the opportunity to have somebody who [could] help run the business and raise all of the capital so he could focus on the product. And that's exactly what we did."

The result was ShopKeep, a cloud commerce platform provider that targeted small retailers and restaurants. By accepting any type of payment and providing features such as automatic inventory tracking, employee management and real-time sales reporting, ShopKeep played a vital role in helping small- and mid-sized businesses — like Richelson's grocery and wine shop — start up and grow.

Early on, the company made the wise decision to put its upstart POS system on the newly introduced iPad. Installed at Joe's Coffee kiosks in Grand Central Station and at Columbia University's Science Center, ShopKeep exploded in the business-to-business community.

"We had retailers calling us directly," Olk recalls. "We made it very simple, very easy to get started and very, very well supported — everything that was missing from Jason's own experience with his stores."

Olk says the combination of the game-changing new technology together with Richelson's firsthand experience as a small-business owner helped give ShopKeep an edge in the marketplace.

"It was very compelling for me to see this new distribution opportunity," Olk says. "Really for the first time we were able to provide retailers technology in a way where the unit economics made sense alongside someone who really understood all of the problems."

"Before you know it, we had 20,000 customers. And we kept raising more and more capital."

In November 2020, Lightspeed, a Canadian provider of cloud-based, omnichannel commerce platforms, announced it would be acquiring ShopKeep for approximately \$440 million. (Since then, the value of the deal has grown to over \$700 million due to Lightspeed's stock performance.)

"It's a great deal for both companies because the combination of technologies and the footprint that it covers will allow them to expand together," says Olk. "Our strength was specialty retail, quick-serve restaurants and very small chains, full-service restaurants and bars whereas with Lightspeed, their product works in almost every form of retail and hospitality. We liked the culture of the company, and we liked the fact that they were willing to invest in ShopKeep's growth along with their growth."

As he focuses on growing his next company, Voray, a professional development platform for senior-level executives, Olk credits the Freeman School with setting him up for success.

"My time at Tulane was instrumental," Olk says. "The Tulane network is in New York, and they were making introductions to venture capitalists and all of the people that you require in order to start a company."

Today, as an Innovator-in-Residence at the Albert LePage Center for Entrepreneurship and Innovation, Olk is giving back to Freeman in a very personal way by mentoring and investing in students interested in becoming entrepreneurs.

"It's been a great journey," he says. "And it's been great to take what I've learned in my career and share it with the next generation of entrepreneurs." **FB**



**Michelle Diener (BSM '84)** has been appointed to a three-year term on the Board of Tulane, the main governing body of Tulane University.

Diener serves as treasurer of both the Miami Children's Museum and the Greater Miami Jewish Federation and is on the board for other Jewish educational and social charities. She previously served as CFO of Hotel Reservations Network, the predecessor to Hotels.com. At Tulane, Diener is chair of the President's Council, a member of the Parents Council and co-chair of Tulane's National Campaign Council for South Florida. The Dieners also recently funded the Diener Family Endowed Fund for Student Success in support of the Academic Success Center at Tulane.



**Jay Brinkmann (MBA '85)** has joined the advisory board of Radius Financial Group, a leading, private, full-service mortgage lender and insurance

agency. Through 2017, Brinkmann served as a U.S. representative on the executive committee of the International Union of Housing Finance, and he currently leads the real estate finance and financial advisory consulting practice for BrinkEcon. His previous roles include serving as chief economist and senior vice president for research and education for the Mortgage Bankers Association, serving as senior financial economist and portfolio strategist at Fannie Mae, and serving as an assistant professor of finance at the University of Houston.

**Pat Giroir (MBA '86)** recently joined the board and became interim CEO of Southcross Energy Partners. He was most recently a senior partner at Mill Rock Capital Management. Prior to that, he founded HC Midstream and worked with PE firms focused on investing in ArkLaTex midstream assets. He also held senior positions with Continuum Energy, Boardwalk Pipeline Partners and Eagle Rock Energy Partners. Giroir also served as CCO at Regency Energy Partners and earlier in his career held leadership positions with CenterPoint Energy, El Paso Corp. and Tenneco. He started his career with Deloitte.



**Mark Livingston (BSM '87)** has been promoted to chief financial officer of Progyny, a leading benefits management company specializing in fertility and family building benefit solutions. He previously served as the company's executive vice president of finance. Livingston joined Progyny in 2019, bringing to the company more than 30 years' experience in accounting, public company reporting and financial planning and analysis at leading healthcare, technology and media companies. He previously served as CFO of the international business at Scripps Network Interactive and as CFO at Emerson, Reid & Co., an employee benefits wholesaler. He also held senior financial leadership roles at WebMD and Hess Corp.



## 1990s

**Vinay K. Piparsania (MBA '90)** has been named to the advisory board of CamCom, a Bangalore-based

AI-powered inspection solutions company. Piparsania is chief endowment officer of IIT Delhi and a global automotive industry consultant, with over 30 years of operational experience in senior leadership positions in India, Asia Pacific and the Middle East. Associated with Ford Motor Co. for nearly 20 years, Piparsania has held progressive international marketing, sales and service responsibilities at Ford India and Ford Global Business Services (GBS), planning, developing and launching several new auto models.

**Dr. Regina Benjamin (MBA '91)** was recently appointed to the boards of two companies: HealthQuest Capital, a growth capital firm investing in commercial-stage healthcare companies, and PDI, an infection prevention products and solutions company. Benjamin served as the 18th U.S. Surgeon General from 2009 to 2013. She was also chair of the National Prevention Council, composed of 17 cabinet-level heads of federal agencies that released the first-ever National Prevention Strategy, whose

goal was to change our healthcare system from one based on sickness and disease to one of wellness and prevention. She is the founder and CEO of BayouClinic in Bayou La Batre, Alabama.

**Manuel Gómez-Uriarte (MBA '91)** has been named managing partner of the Mexico City office of Signium, a leading executive search and leadership consulting firm, where he will be responsible for the firm's growth and positioning in Mexico. Prior to joining Signium, Gómez-Uriarte was partner in charge of Heidrick & Struggles' Financial Services practice in Mexico as well as serving Infrastructure and Real Estate Industries. From 2011 to 2013, he served as CEO and chairman of the board of directors of the Royal Bank of Scotland Mexico S.A. His responsibilities included leadership, management and direction of RBSM. From 1999 to 2013 Gómez-Uriarte acted as RBSM's head of Corporate Banking, where his responsibilities included the origination and execution of corporate and investment banking.



**Eric A. Seeger (A&S '89, MBA '91)** has joined Jones, Skelton & Hochuli as the firm's chief of staff. Seeger brings 22 years of experience working

with law firms and lawyers to identify strategic opportunities and improve client service and performance. Before joining JSH, Seeger was a principal with legal consultancy Altman Weil, where he worked with hundreds of law firms throughout the U.S. and Canada on strategic planning, growth, operations management, practice/trial group leadership, C-level recruiting, succession planning, and market research and analysis. His in-house experience includes serving as chief operating officer of a regional law firm and as strategy officer for an Am Law 200 firm.

**Kate Saltonstall (MBA '93)** has re-joined boutique wealth advisory firm Sandy Cove Advisors as chief investment officer. Saltonstall brings 26 years of investment experience to the firm. For the last nine years, she has focused on wealth management, serving families and individuals at Sandy Cove Advisors, Brown Advisory and her own extended family. For the first 16 years of her career she honed her skills as a

portfolio manager and/or equity analyst at BlackRock, Boston Partners and Morgan Stanley among other investment firms.



**Adam Hershey (BSM '94)** has been appointed to the board of directors of General Cannabis Corp.

Hershey is the founder, managing partner and portfolio manager of Hershey Strategic Capital, an opportunistic alternative asset manager focused on active investing in small-cap public companies. He is also the founder and managing member of several investment partnerships that focus on providing growth and expansion capital to entrepreneurs and executives to build businesses and ultimately achieve successful liquidity events. From 2007 to 2016, Hershey was a partner and chief investment officer at SIAR Capital, a single family office specializing in undervalued and emerging growth companies based in New York City. Hershey was also a director of United Energy Corp. from 2008 until 2018.



**Dan Engel (BSM '98)** is founder and managing partner of Santa Barbara Venture Partners, a technology investment fund he launched in 2020 that helps its

portfolio companies with customer acquisition and marketing. Engel has years of venture capital, angel investing and serial entrepreneurship experience and previously led customer acquisition at Google, GoToMeeting, Picasa and FastSpring. He attributes part of his success to lessons he learned in Sidney Pulitzer's class on entrepreneurship at the Freeman School.

**Phillip Klien (BSM '99)** has been named vice president of growth and marketing at PicPay, a fintech company that offers a digital wallet app enabling users to send and receive money, pay bills, store loyalty cards and collect discount coupons. In that role, he is responsible for consolidating the use of the portfolio among its 24 million customers. Previously, Klien served as chief growth officer at OLX Brazil, general manager of Uber in Brazil, and director of growth, Brazil, at Twitter.



**Suzanne Tilleman (MBA '99)** has been appointed dean of the University of Montana College of Business. She had served as interim dean of the college since May 2019.

Tilleman is the first woman to serve as permanent dean of the college. She has been a faculty member teaching management at UM since 2010 and has earned Outstanding Management Faculty honors multiple times. She served as management department chair from 2017 to 2019 before becoming interim dean. Prior to earning her PhD in strategy and entrepreneurship from the University of Oregon, Tilleman spent seven years working in industry and another four years teaching at Montana State University-Northern, where she discovered her love of teaching and developing students. Her industry experience includes working for some of the largest companies in the natural resources arena, including General Electric, Exxon and Monsanto.

## 2000s

**Robert J. McNally (MBA '00)** has been appointed to the board of Summit Midstream Partners. McNally brings a wealth of executive management, operational and financial experience in the oil and gas industry to the board. From 2018 through 2019, McNally served as president and CEO of EQT Corp., an independent natural gas producer with operations in Pennsylvania, West Virginia and Ohio. Prior to that, McNally served as senior vice president and CFO of the company. From 2010 until 2016, McNally served as executive vice president and CFO of Precision Drilling Corp., a drilling contractor with operations primarily in the United States, Canada and the Middle East. From 2009 to 2010 and for a period in 2007, McNally served as an investment principal for Kenda Capital. In 2008, McNally served as chief executive officer of Dalbo Holdings. In 2006, McNally served as executive vice president of operations and finance for Warrior Energy Services Corp. From 2000 to 2005, McNally worked in corporate finance with Simmons & Co. International. McNally began his career as an engineer with Schlumberger Ltd. and served in various capacities

of increasing responsibility during his tenure from 1994 until 2000.



**Bryan Fuller (MBA '01)** has been named executive director of CAPS Research, the Institute for Supply Management's exclusive industry partner. Fuller

joins CAPS from Mastercard International, where he served as chief procurement officer and executive vice president of supply chain and corporate services. Prior to joining Mastercard, Fuller held leadership positions in supply chain management with Monsanto Co., Whirlpool Corp. and Temple-Inland, which received the Institute for Supply Management's Excellence in Innovative Supply Management Award in 2008.

**Andreea Voinea (MBA '01)** spoke as part of an all-star employer branding panel at *Business Review's* Working Romania HR Conference in March 2021. Voinea is HR executive director at Banca Comercială Română (BCR) in Bucharest. In that role, she was responsible for BCR's HR integration into Erste Group and for driving the HR strategy of the company, the largest financial group in Romania.

**Alex Hernandez (TC '98, MBA '03)** and his wife, Megan, recently donated \$100,000 to Tulane's School of Professional Advancement to establish the Fund for Military Students, a new fund that will provide specialized advising for veterans, a student organization for military students and other services designed to aid military students throughout the university. Hernandez is managing partner of Carbon Solutions USA and CEO of Hernandez Consulting.



**David Preston (MBA '03)** has been named head of structured credit research at AGL Credit Management, a registered investment

adviser specializing in solutions based on bank loans. Previously, Preston was the head of Asset Backed Securities & Collateralized Loan Obligations research at Wells Fargo Securities, leading a client-facing research group covering CLOs, Middle Market CLOs and ABS. He joined Wachovia Securities in 2005 and stayed on when Wells Fargo

acquired Wachovia in 2008. Prior to 2005 Preston worked at Raymond James, and from 1996 to 2001 Preston served in the U.S. Army, rising to the rank of captain.

**Conrado Briceño (MBA '04)** has been named operating partner and CEO of IMF Education Group in Madrid, Spain. Briceño brings more than 25 years of international executive experience to IMF, mainly in education and financial services. Prior to joining IMF, Briceño served in a variety of roles with Laureate International Universities, including CEO of Laureate Spain and president of Universidad Europea, CFO for the European Region, COO for the Andean Region in Latin America, and COO and CFO for Chile.

**Jacky Wu (MBA '05)** has been promoted to CFO and treasurer of Colony Capital, a global investment firm with a focus on serving mobile communications and data-driven companies. He previously served as the company's executive vice president of finance. Prior to joining Colony in March 2020, Wu served as executive vice president and CFO of Driven Brands and executive vice president and CFO of Xura. From 2010 to 2015, Wu was a vice president at American Tower Corp., serving as vice president of finance and mergers & acquisitions and vice president of financial planning and analysis at US Tower. Prior to that, Wu spent eight years at Verizon Communications.



**Shelly Cayette (BSM '06)** was highlighted by *Smart Business Magazine* as one of its 2020 Progressive Woman Honorees. Cayette is

senior vice president of Global Corporate Partnerships with the Cleveland Cavaliers, where her responsibilities include leading key personnel to drive brand campaigns and platforms for clients, cultivate new business partnerships for the organization, and retain and grow current partner brand strategies and revenue. She previously served as vice president of Partnership Marketing & Strategy with the Cavaliers, and prior to that served as a director with the New Orleans Hornets, where she oversaw all of the organization's community outreach

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## Passing the baton

**ALUMNI SPOTLIGHT** *Jim Burke (A&S '91, MBA '91)*

**A** scholarship made Tulane University possible for Baton Rouge native Jim Burke. That generosity — from someone he didn't even know — transformed his life and ultimately led him to create the same opportunity for future generations of Tulane business students.

In 1986, Burke received a Tulane scholarship for track and field, allowing him to train under legendary coach Danny Thiel. Shortly after starting Tulane, Burke discovered the MBA Early Admit Program, which enables students to earn both their undergraduate degree and an MBA from the Freeman School in five years. Burke graduated in 1991 with a bachelor's degree in economics and his MBA, a foundation that helped him successfully launch his career.

He began his professional life with Deloitte & Touche Consulting and then spent six years with the Coca-Cola Co. After serving in senior management positions with Reliant Energy and Gexa Energy, Burke joined TXU Energy in Irving, Texas, in 2004 and soon became CEO of this division of TXU Corp. In 2016, the parent company became Vistra Corp., and Burke was named executive vice president and chief operating officer of the Fortune 500 integrated retail and power generation company. In December 2020, he was promoted to president and CFO.

Despite his professional success, Burke never forgot the scholarship that made everything possible. In 2018, he realized the time was ripe for him to give back to the university that had given so much to him. Along with his wife, Marti, Burke established the Jim and Marti Burke Scholarship Endowed Fund to provide need-based support for undergraduate business students from Louisiana.

"The richness of my experience [at Tulane] was because I met folks from all over the world in addition to all over the country," Burke says. "I just would like more kids in Louisiana to have that opportunity."

A triathlete who has competed in Ironman competitions around the world, Burke hasn't forgotten his fellow student-athletes. The endowment agreement includes the preference that, when feasible, the scholarship should be awarded to students participating in track & field.

"Work ethic is an important part of success," Burke says. "If you are going to be a minor sport athlete, generally the scholarships are not as numerous as major sports. There is a grind-it-out approach to many of these minor sports like running where I know that people [who] are doing it are pretty driven."

According to Burke, business, athletics and the Tulane campus environment combine to create an unbeatable educational experience.

"I was trying to find a formula for success, a formula of success for students who I think would be successful at Tulane and be successful afterwards," Burke says. "Tulane does a very good job of creating an open-minded student who has seen a lot and been around a lot and is very adaptable. If you show up in New Orleans and can focus and do well in school, that is a level of self-discipline that is a pretty strong indicator. If people are focused and they do a great job at Tulane, they can handle a lot of things."

While their endowed scholarship will assist Freeman students far into the future, the Burkes are also supporting current-use funds so their scholarship can help students today.

"My hope is that a recipient takes this purely as an opportunity to make the most of it," Burke says. "Not that they feel there is something that they owe anybody else — because somebody did something for me too. The way I wanted to recognize [that generosity] was to try to hopefully create an opportunity for somebody else. I hope they are as successful as they can possibly be." **FB**



Jim Burke and his wife recently established Jim and Marti Burke Scholarship Endowed Fund to provide need-based support for undergraduate business students from Louisiana.

initiatives, including corporate partnership programs, team marketing initiatives and sponsorship sales. She is a member of Women in Sports and Events and Black Sports Professionals and active in initiatives that focus on the economic growth of the Greater Cleveland area.

**Robert Grissom (BSM/MACCT '08)** has been appointed finance director of the Region 4 School District in Connecticut, which serves the communities of Chester, Deep River and Essex. Prior to his appointment, Grissom served as manager, Financial Planning & Analysis, for Pratt Whitney.

**Thomas West (BSM '09)**, founder and president of August Property Co., a real estate investment firm, recently purchased a vacant Waffle House in Fort Worth, Texas, and successfully leased it to a Shipley's Donuts franchisee. This continues August's strategy of acquiring under-utilized real estate and bringing new life to shopping centers.

## 2010s

**Dr. Marc J. Kahn (MBA '10)** was recently appointed vice president for health affairs at the University of Nevada, Las Vegas. Dr. Kahn was appointed dean of the School of Medicine in April 2020. He currently holds both roles.

**Cole Young (MFIN '10)** has been appointed president, North American Rental Division, at Empire Communities, a residential homebuilder involved in all sectors of the new home building industry, including both low-rise and high-rise built forms. Young previously served as vice president, Investment Banking, at Builder Advisor Group, an investment bank focused on homebuilders and developers, where he led mergers and acquisitions and capital raises. Young also served as an investment banking associate at Cain Brothers & Co. Prior to that, Young worked for J.P. Morgan and other banking institutions, where he advised on transactions with an aggregate deal value in excess of \$4 billion.



**Cordelia Heaney (MBA '11)** has been named executive director of Market Umbrella, the nonprofit that operates the Crescent City Farmers Markets in New Orleans.

Heaney previously served as executive director of the Compass Center for Women and Families in Chapel Hill, North Carolina, a nonprofit that addresses economic justice and gender equity issues. Prior to that she served as executive director of the state of Louisiana's Office on Women's Policy, focusing on health, domestic violence, economics and education.

**Arturo Murguia (MGM '11)** was appointed chief information officer/ chief business technologist for Corporate Services at Santander Mexico. Murguia is in charge of defining the information technology strategy supporting business goals while executing the programs and projects of the largest functional areas of Santander Mexico.

**Adam Griego (BSM '14, MBA '18)** was recently promoted to project manager at Lucid. Griego has been with the firm since June 2019.



**Jordy Joseph (BSM '15, MMG '16, PA '18)** has joined the University of Southern Mississippi football team as running backs coach. Before joining the

Golden Eagles, Joseph completed his fifth season as a member of the Tulane football staff and his ninth with the program in 2020. He served as an offensive analyst for the team, assisting with the offensive game plan and the team's practice installation. Prior to joining the coaching staff, Joseph was a two-year letterman as a quarterback for Tulane from 2011-15.



**Melissa Daigrepoint (MBA '16)** has been named of counsel at the Valor Firm, a law firm exclusively representing military veterans and surviving spouses whose claims for disability benefits have been denied by the VA. Daigrepoint is a licensed attorney, an Iraq War veteran and deployed in support of the war in Afghanistan. She served as a U.S. Navy Judge Advocate General (JAG) from 2002 to 2012. Following her time in the Navy, she worked for the Louisiana District Office of the U.S. Small Business Administration in public information, economic development and

international trade. She later worked as a business banker with Capital One's Greater New Orleans team, where she led the company's Salute Military Network for Louisiana.

**Grant Paranjape (MBA '16)** has joined Shenandoah University's School of Business as an adjunct professor. In that role, he'll be teaching an upper-level esports consumerism class as part of the undergraduate and MBA esports programs. Paranjape is vice president of Esports Business for the Washington Justice, a professional Overwatch esports team based in Washington, D.C. In his role with the Justice, Paranjape leads all business and team operations for the franchise and works to expand the organization's fanbase across the Washington, D.C., Virginia and Maryland areas. An avid gamer, Paranjape leveraged his love for video games into a career while earning his MBA at the Freeman School. Paranjape was able to use his firsthand experience and expertise to consult and advise across multiple esports organizations, including leading esports operations for Monumental Sports & Entertainment, before ultimately being selected to run operations for the Justice. The team is currently playing in its second season in the Overwatch League and has hosted two sold-out homestands at the Anthem, located on the waterfront in D.C.



**Mahesh Rajan (MBA '16)** recently completed his first book, *Illusions of Control*, a collection of speculative fiction stories published by Notion Press. The book is available on Amazon. Rajan is director of strategy at Vertace Technologies, a software company in Chennai, India, and he does independent consulting for a number of clients. He also works part time as a fashion photographer.

**Jamie Johns (MBA '17, MFIN '18)** is CFO of JM LP, a privately owned group of six companies — finance, investment and home services. Under Johns' leadership, the group has achieved record growth and expansion.

**Rachel Lynn Kushnick (BSM '17)** and Joshua Morris Milstein were married in September 2020 at Fairview Farms

*continued on page 32*



## For alums, culture is key to private equity success

**ALUMNI SPOTLIGHT** *Steve Jarmel (BSM '93) and John Findlay (BSM '07)*

**F**or Freeman alumni Steve Jarmel and John Findlay, the decision to strike out on their own in private equity presented an opportunity to not only generate superior returns but also to build a company where culture matters.

Jarmel and Findlay are the two partners at Periscope Equity LLC, a Chicago-based private equity firm that invests in founder-owned technology-enabled service and software companies. Periscope has \$385 million in assets under management, 12 direct employees and 1,200 employees in its portfolio companies.

"If one of our alumni were to start a firm like Periscope, it would be impressive," says Ira Solomon, Freeman School dean. "To have two of our alumni come together to grow a firm like Periscope, that's unique."

Both Jarmel and Findlay worked first in investment banking and then in large private equity firms before deciding that lower-middle market companies promised more opportunities.

"I wanted to build something where culture matters," says Jarmel. "It matters at the firm, and it matters when building durable and sustainable portfolio companies. Putting culture on the same plane as returns is somewhat unique in the private equity landscape."

Prior to Periscope, Findlay worked at Lone Star Funds, which he saw as a great way to get private-equity experience and a springboard to his current career. "I wanted to do something much more entrepreneurial and work with founders and management teams as partners in building their teams and taking them to the next phase of growth."

Periscope invests on behalf of university endowments, charitable foundations, pension funds and other investors. Jarmel says his investment strategy has remained constant through the years, which has afforded him a good understanding of the opportunities and challenges for founder-owned businesses. "We are looking for companies that typically have some undermarketed, underleveraged or underutilized data or technology assets, and we use our capital, executive network and strategic view to accelerate these technology solutions."

Findlay says the tech component is key. "We're taking traditional services-based businesses in many cases and really tech-enabling them and making them innovative.



Steve Jarmel (BSM '93), left, and John Findlay (BSM '07) are partners at Periscope Equity LLC, a Chicago-based private equity firm that's grown to \$385 million in assets under management by investing in technology-enabled service and software companies.

It generates a lot of value for customers."

Jarmel originally started the precursor to Periscope in 2007, then founded Periscope in 2012, bringing in Findlay as his first hire the next year.

Even though their routes differed upon graduation – with Jarmel getting his start in marketing and Findlay in investment banking – the Freeman School served them both as a launching pad for their success.

Findlay hustled to find an investment banking job after graduation, relying on the Freeman alumni database for connections. He credits the Darwin Fenner Student Managed Fund and Burkenroad Reports courses with helping him to get his foot in the door. "When I look back on my experience at Freeman and what really was impactful for my career, those are the two main examples."

Tulane and New Orleans still hold a special place in both of their hearts. Before COVID-19, Jarmel regularly returned to New Orleans as a member of the Tulane Fund Advisory Board, and he and Findlay have traveled together to New Orleans for business on occasion.

"When we sit down with investors, sometimes if they've just met us and they look at our bios, they say, 'Did you guys go to college together?'" Jarmel says with a laugh. "Given the 14-year age difference between us, I say, 'That's the best question for me and the worst question for him.' ... It's not like we were college roommates."

"That would have been fun though," Findlay adds. **FB**

at Mecox in Bridgehampton, New York. Kushnick is an assistant buyer at Shopbop, a fashion and e-commerce website owned by Amazon.

**Emma Kistler (BSM '18)** was featured as one of *Real Estate Weekly's* 2020 Rising Stars. Kistler is an associate at Newmark in New York City, where she provides strategic real estate advisory services to both owners and tenants throughout the city. She recently partnered with King Street Properties to lease up its Innolabs property and is part of a team at the forefront of the burgeoning life science cluster in New York City. She has also provided services for GFP Real Estate in leasing efforts at 515 Madison on the corner of 53rd and Madison Avenue.

**Lydia Winkler (MBA/JD '19)** was featured as one of *Business Insider's* "30 Rising Stars of Real Estate for 2020." The list highlights commercial and residential real estate professionals under the age of 35 who stand out as the vanguard of the next generation in real estate. Winkler is co-founder of RentCheck, a software platform that brings transparency to security-deposit deductions and helps property managers save time with easy, self-guided inspections that anyone can do from their smartphones. Winkler is also the founder of REEP Now (Relief Effort for Earning Parole), a nonprofit that provides parole advocacy and support to people eligible for parole in Louisiana. She was included in *Gambit's* 2019 40 Under 40 and *Biz New Orleans'* 2019 New and Notables, and she participated in Techstars Atlanta 2019.

## 2020s



**Kendall Gardner (BSM '20, SLA '20)** was the winner of a George C. Marshall Scholarship, becoming the second Tulanian in as many years to be honored with the prestigious award, considered to be one of the country's most selective scholarships. Marshall Scholarships — of which only 40 or fewer are awarded annually — finance young Americans of high ability to study for a graduate degree in the United Kingdom. Gardner will use her scholarship to pursue master's degrees in political theory and international social and public policy at the London School of Economics and Political Science. Gardner, an Altman Scholar, graduated from Tulane summa

cum laude, Phi Beta Kappa and with departmental honors in political science. Her honors thesis was entitled "The Forever War: An Analytical Critique of U.S. Policy in Afghanistan."

**Caitlyn Krug (MBA '20)** is owner and distiller of Ebra Gin, a new Spanish-inspired artisanal gin produced in California. Krug launched Ebra, a grape-based spirit with floral and citrus notes enhanced by Spanish-inspired botanicals, in the fall of 2020 with a limited run of 300 bottles and produced a second run in January 2021. She hopes to produce more later this year as the hospitality industry continues to recover from the pandemic. Ebra is available online at ebra-gin.com.

**Wenchao Shi (MME '20)** has been appointed managing director of LOC China, a unit of international engineering and marine consulting firm LOC Group. In that role, Shi will be based in Shanghai and will oversee the group's Chinese operations, which include offices in Shanghai and Tianjin.



**Thomas Stuart (G '02, MBA '20)** has been appointed director with the Beacon Group, joining the firm's Healthcare & Life Sciences practice. Stuart most recently served as chief information officer at PatentDive, where he managed strategic planning and developed go-to-market strategies along with co-chairing a business development committee responsible for strategic planning, marketing and sales. Stuart has had a long career as a scientific consultant and advisor for intellectual property law firms, conducting patent due diligence and infringement analysis for pharmaceutical products, medical devices and scientific equipment.

**James E. "Jay" Huffstatler Jr. (MBA '22)** has been named advocacy director for the New Orleans Area Habitat for Humanity. Huffstatler has 20 years of experience in community development and leadership in New Orleans and the Mississippi Gulf Coast. He was a senior development officer at Tulane University School of Law and previously served as the regional director of development for the American Red Cross in Louisiana and Mississippi. He also served as chief of staff and government claims

leader for BP's Gulf Coast Restoration Organization with James Lee Witt Associates.

## In Memoriam

**Herbert Barton (BBA '43)**  
**Marion Zevely Mason (BBA '44)**  
**Thomas Carey Wicker Jr. (BBA '44, L '49, L '69)**  
**Charles Leverich Eshleman Jr. (BBA '45)**  
**August Joseph Selzer ('45)**  
**Norman James Haupt (BBA '46)**  
**Kenneth G. Blackwell Sr. (BBA '47, MBA '48)**  
**Val D. Hickman (BBA '47)**  
**Angelo J. Spinato (BBA '47)**  
**Achille E. Clark, Jr. (BBA '49)**  
**Frank Anthony Vonderhaar Jr. (BBA '49)**  
**Irwin James Boulet Jr. (BBA '50)**  
**Frederick Newton Harrison Jr. (BBA '50)**  
**Joseph Clay Holliday (BBA '50)**  
**William Francis Matthews Jr. (BBA '50)**  
**Stephen Howard Herzfeld (BBA '51)**  
**Peyton Donald Waters (BBA '51)**  
**Donald Michaelis Weil (BBA '51)**  
**Andrew Woods Dykers Jr. (BBA '52)**  
**Lester Anthony LaBruyere ('52)**  
**Hugh Byron Carnes Jr. (BBA '54)**  
**Ruu Kwang Chang (MBA '55)**  
**Daniel Loeb Krause (BBA '56)**  
**Walter Peter Landry (BBA '56)**  
**Leonard Michael Selber (BBA '56)**  
**Robert B. Steuer (BBA '56)**  
**Joseph Leonidas Dalton III (E '57, MBA '61)**  
**Charles Joseph French Sr. (BBA '57)**  
**Frederick Miner (BBA '57)**  
**Judy Kagan Bressler ('59)**  
**Robert Vernon Harrison (A '59, MBA '84)**  
**Michael Joseph Rapier (BBA '59)**  
**Ronald Francis Gregory (MBA '60)**  
**Louis Arthur Blaum (BBA '61)**  
**Peter Edward Rusck ('62)**  
**Joseph Fellman Seinsheimer III ('63)**  
**Louis Aloysius Wilson Jr. (BBA '64, L '66)**  
**John Winter Woolfolk III (E '64, MBA '66)**  
**Dick Tucker Le Clere Sr. (MBA '72)**  
**John Knox McInnis (MBA '75)**  
**Morris Trulock Bell (MBA '80)**  
**Joseph George Parris (MBA '88)**  
**James E. McAcly Jr. (MBA '90)**  
**Stephen Paul Zielonka (BSM '90)**  
**Robert John Bives IV (BSM '94)**  
**Gonzalo Coello (MBA '08)**  
**Allyson E. Bohannon Goldman (BSM '11)**  
**Frederic Maxwell Stiefel (BSM '13)**



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Dean's State of the School Address  
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Graduate Reunion Welcome Party for all reunion classes

**SATURDAY, NOVEMBER 13, 2021**

Freeman Tailgate, LBC Quad  
Tulane Green Wave vs. Tulsa Golden Hurricane,  
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**Sept. 23**

Tulane Business Forum  
LOCATION TBA

#### November 2021

**Nov. 5**

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LOCATION TBA

**Nov. 12–14**

Wave '21: Homecoming,  
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#### January 2022

**Jan. 14**

Tulane Family Business Forum  
LOCATION TBA

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For more information on these and other Freeman School events, visit the online Freeman calendar at <http://freeman.tulane.edu/calendar> or email [freeman.info@tulane.edu](mailto:freeman.info@tulane.edu).