Maurer appointed interim executive director of Levy-Rosenblum Institute

June 29, 2012

Dean Ira Solomon has named Ralph Maurer, professor of practice and executive director of the Tulane Family Business Center, to a one-year appointment as interim executive director of the Freeman School's Levy-Rosenblum Institute for Entrepreneurship.



Ralph Maurer, professor of practice, has been named interim executive director of the Levy-Rosenblum Institute for Entrepreneurship.

Maurer will replace John B. Elstrott Jr., professor of practice and founding executive director of the institute, who is retiring after 25 years at the Freeman School.

Maurer joined Tulane in 2009 and has served as a visiting assistant professor of strategy & entrepreneurship and an adjunct professor of management. In July 2011, he was appointed executive director of the Tulane Family Business Center, a program of the Levy-Rosenblum Institute that offers programming, support and consulting services for family owned enterprises. Maurer will continue to serve in that role in addition to serving as executive director of the institute.

From October 2010 to December 2011, Maurer served as executive director of the New Orleans Startup Fund, a nonprofit venture capital fund that provides local high-

potential ventures with seed capital. He is also a co-founder and principal in EMH Strategy, a strategy and management consulting firm that assists businesses experiencing periods of profound change or grappling with complex and ambiguous issues.

Maurer’s teaching and research focus on innovation and strategy in highly dynamic markets, with an emphasis on both technology and the cultural industries. His work and consulting experience includes time with Apple, Daimler-Benz, Chrysler, Deluxe and multiple internet startups. Maurer earned a PhD from Stanford University, an MBA from the University of Florida, and a BS from Northwestern University.

Founded in 1991, the Levy-Rosenblum Institute for Entrepreneurship (LRI) inspires and trains prospective entrepreneurs through coursework, community service projects and internships. Students have the opportunity to work with experienced faculty members, network with a regional board of entrepreneurs and participate in a student-based entrepreneurial association that provides a training ground for business development. In 2011, the Freeman School’s entrepreneurship program was ranked 14th in the nation by *Entrepreneur* magazine/The Princeton Review.