Three Freeman staffers make Silicon Bayou 100

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John Elstrott, Ralph Maurer and Lina Alfieri Stern, the leadership team behind the Freeman School's Levy-Rosenblum Institute for Entrepreneurship, are among the local movers and shakers to make the 2012 Silicon Bayou 100.



The staff of the Freeman School's Levy-Rosenblum Institute for Entrepreneurship. From left to right, Lina Alfieri Stern, John Elstrott, Terry McGuckin, Ralph Maurer and Rosalind Butler.

Silicon Bayou News, a website dedicated to covering the state's rapidly growing startup scene, selects the Silicon Bayou 100 each year to recognize the most active and influential people in technology and entrepreneurship in Louisiana. This year's honorees were announced on Dec. 12 at a release party at Eiffel Society in New Orleans.

Elstrott is emeritus executive director of the Levy-Rosenblum Institute (LRI), the center he founded in 1991 to coordinate entrepreneurship programs and initiatives at the Freeman School. Under Elstrott's guidance, the Freeman School has consistently ranked among the top graduate programs in the nation for entrepreneurship. Prior to his retirement in July 2012, Elstrott provided instruction, mentorship and advice to hundreds of entrepreneurs and prospective entrepreneurs over the course of a 25-year career at the Freeman School. As emeritus executive

director, Elstrott remains involved with the institute as a consultant and fundraiser, and he continues to teach entrepreneurship courses at the Freeman School.

Maurer is executive director of the Levy-Rosenblum Institute, and he also serves as executive director of the Tulane Family Business Center, a program of LRI. A professor of practice in the area of strategy & entrepreneurship, Maurer focuses his teaching and research 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. In addition to his role at the Freeman School, Maurer serves as a consultant with EMH Strategy in New Orleans.

Alfieri Stern has been with the Levy-Ronsenblum Institute since its founding, and she has served as director of the institute since 2008. In that role, she plans and implements projects relating to entrepreneurial studies, urban economic development and social entrepreneurship. In addition, she places and mentors volunteer students in consulting projects for disadvantaged businesses and not-for-profit organizations. As staff adviser to the Tulane Entrepreneurs Association, Alfieri Stern also plays a major role in organizing the annual Tulane Business Plan Competition and the Domain Cos. New Orleans Entrepreneur Challenge, which each year award more than $70,000 in cash and prizes to promising startup ventures.

Tulane University was well represented on this year’s Silicon Bayou 100. In addition to Elstrott, Maurer and Alfieri Stern, the list features dozens of entrepreneurs, mentors, investors, organizers and services providers with Tulane connections.

“It’s an honor to be recognized as a leader in your field, but I think what’s even more impressive is the tremendous diversity of talent highlighted on the list,” says Maurer. “It’s been exciting to work with many of the people on the list over the last couple of years, and John, Lina and I look forward to working with them in the future to make the Freeman School an even bigger part of the New Orleans entrepreneurial community.”

For more information about the 2012 Silicon Bayou 100, visit Silicon Bayou News.