Tulane Business Forum celebrates 40th anniversary

September 11, 2019



Customer needs vary across industries and organizations, but the most successful companies share an ability to curate a unique set of user experiences to serve those needs. For its 40th anniversary presentation, the Tulane Business Forum takes a deep dive into the customer experience, showcasing innovative companies and business leaders who are using service to differentiate themselves and create value.

This year's program — "The Forum at 40: Curating the Customer Experience" — will take place on Friday, Oct. 4, 2019, at the Ernest N. Morial Convention Center in New Orleans.



Kelly N. Cook

Serving as morning keynote speaker this year is **Kelly N. Cook**, former executive vice president of marketing and chief marketing officer of Pier 1 Imports. Cook, whose industry experience runs from airlines and recycled waste to fashion and big box retail, will focus her talk on leadership, including 10 leadership traits to inspire you.



Patrick Comer

Patrick Comer, founder and CEO of Lucid, the New Orleans-based company that's revolutionized the sample industry, will deliver this year’s luncheon keynote presentation, “How Customer Needs Are Shaping the Future of Our Industry.” Comer will discuss what Lucid is doing to adapt to customer needs.

In addition to the keynote addresses, this year’s program will also include the following sessions:

- **Transforming Health Care for the 21st Century,** Brian Kane, CFO, Humana Inc.
- **The Advantages of Being a Niche Player,** Rick Fowler, COO, LLOG Exploration Co.

- **Fireside Chat: A Conversation on the U.S. Economy,** Raphael W. Bostic, president and CEO, Federal Reserve Bank of Atlanta Adrienne C. Slack, vice president and regional executive, Federal Reserve Bank of Atlanta, New Orleans Branch
- **Panel Discussion: Delivering the Experience,** Dr. Peter DeBlieux, chief experience officer, University Medical Center Kristen Essig, co-chef and owner, Coquette Michael J. Sawaya, president and general manager, Ernest N. Morial Convention Center Kristian Sonnier, vice president, communications and public relations, New Orleans & Co. Moderator: Malcolm Schwarzenbach, partner and director of strategy, Trumpet Advertising

The forum will also include remarks by Tulane President **Michael A. Fitts**, Freeman School Dean **Ira Solomon**, Tulane Association of Business Alumni (TABA) President **Mark Preston**, and Freeman School Executive Director of Executive and Professional Education **Lara White**.

The Tulane Business Forum is an annual presentation of the Tulane Association of Business Alumni (TABA), which represents the more than 20,000 alumni of the A. B. Freeman School of Business. Each year, the forum features speakers of national and international renown who address topics of interest to the business community.

Forum registration, which includes continental breakfast and lunch, is $250 for the general public and $175 for Tulane alumni. Once again this year, attorneys can get 2.5 hours of Continuing Legal Education for attending the forum, Certified Public Accountants can get 5.0 hours of Continuing Professional Education credits, and Professional Engineers can get 5.0 hours of Professional Development Hours. For more information or to register, visit tulanebusinessforum.com or call 504-861-7921.