# Bernhard and Tulane University’s Freeman School of Business launch the Bernhard Executive Certificate Program to empower leaders

January 15, 2025




Freeman School of Business Dean Paulo Goes, left, watches as Bernhard CEO Rob Guthrie signs the agreement establishing the Bernhard Executive Certificate Program, a new leadership initiative developed in partnership with the Freeman School's Stewart Center for Professional and Executive Education.

*Note: On May 1, 2025, Bernhard officially rebranded as ENFRA.*

Bernhard and Tulane University’s Freeman School of Business have announced the launch of the Bernhard Executive Certificate Program, a transformative leadership initiative designed to continue the development of critical skills Bernhard’s leaders need to thrive in today’s complex business landscape.

The program, developed in alignment with Bernhard’s strategic objectives, emphasizes leadership, business acumen, subject matter expertise, analytics, and cutting-edge technologies. With a unique curriculum of four core courses and three supplemental masterclasses, the program will nurture participants in four key developmental dimensions:

- **Outward**: Enhancing market understanding and driving performance within Bernhard's value chain.
- **Inward**: Helping leaders identify their potential for significant impact within the organization.
- **Upward**: Cultivating strategic thinking, future planning, and operational management.
- **Lateral:** Inspiring alignment and action among teams through compelling vision and leadership.

“This program represents a significant milestone in our commitment to fostering leadership excellence,” said Rob Guthrie, Bernhard CEO. “By partnering with Tulane’s Freeman School of Business, we are offering our leaders a unique opportunity to enhance their capabilities and align their growth with our organization’s strategic priorities.”

Tulane University’s Freeman School of Business will enroll and train up to three cohorts of Bernhard leaders, each consisting of 18-22 individuals. An additional 15-25 participants will have access to the program’s masterclasses each year. Bernhard and Tulane will collaborate to develop and review program content, ensuring relevance and strategic alignment. Upon completion, participants will earn a Certificate of Completion from Tulane University’s Freeman School of Business, with the opportunity to apply credits toward Tulane University’s Online MBA program.



Bernhard and Freeman officials at the signing included, from left to right, Sherry Khan, Analyst, Office of the CEO, Bernhard; Holly Hollier, Senior Talent Development Specialist, Bernhard; Paulo Goes, Dean, Freeman School of Business; Rob Guthrie, CEO, Bernhard; Ashley Francis, Assistant Dean, Stewart Center for Professional & Executive Education, Freeman School of Business; and Catherine Thornton, Vice President of Talent Management, Bernhard.

“This exciting partnership with Bernhard is a great example of Tulane's distinctive ability to build programs that reflect our deep commitment to academic excellence while simultaneously addressing the needs and interests of our external partners,” said Robin Forman, Senior Vice President for Academic Affairs and Provost. “As one of the most outward-facing community-engaged private universities in the country, we are always looking for ways of extending the reach and impact of our research and educational missions to strengthen our communities and make New Orleans and the nation, more sustainable and more economically vibrant.”

Set to launch in September 2025, the program combines faculty-led lectures, interactive workshops, and real-world application projects. Participants will also benefit from ongoing engagement through a dedicated alumni network, positioning them to contribute to Bernhard’s growth and industry leadership.

The Bernhard Executive Certificate Program highlights the power of collaboration between academia and industry, creating pathways for innovation, leadership, and organizational excellence.