Meet the MBA Class of ’26: Lucas Hoedeman

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Lucas Hoedeman (MBA ’26)
Edina, Minnesota

Lucas Hoedeman is an accomplished sales professional with a proven track record of success in cross-functional collaboration, strategic initiative execution, and driving results. With experience managing a $1.6M sales territory at W.W. Grainger, he consistently exceeded goals and contributed to developing inventory management contracts. Lucas excels in financial analysis, client management, and project coordination, complemented by his expertise in tools like Salesforce and PowerBI. His passion for the food, beverage, and tobacco sectors, particularly the alcohol beverage industry, drives his commitment to continuous learning and professional growth. A natural leader and effective communicator, Lucas thrives in fostering collaborative environments and is eager to leverage his skills to contribute to

organizational success.

What is a fun fact about you?
I play on the Tulane University Rugby team.

Why are you pursuing an MBA?
I am pursuing a career in sales leadership, ideally in the food & beverage space. I felt that an MBA would give me the cross-functional skills and experience to effectively lead teams so that they are key contributors to a company's success.

What attracted you to Freeman?
I have nothing but great things to say about my undergraduate experience at Tulane and in the city of New Orleans. I felt like both environments fostered so much personal growth.

Where do you hope to be in five years?
I hope to continue working in sales, and my goal is to work in the alcohol beverage industry. I've spent the past 4 years working in the nightlife space and feel a career in alcohol sales is a perfect marriage of the interests.

What do you like to do in your spare time?
I am big surfer and anytime there are waves in the Gulf, you can find me out in the water!

Learn more about the Freeman School's full-time MBA program.