Meet the MBA Class of ’27: James Lerille

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James Lerille

James blends artistry with strategy. A Jazz Studies graduate from the University of New Orleans and a freelance film composer, he has scored independent films—one of which earned acclaim at the Afro-Latino Short Film Festival. His creativity extends into branding, where he’s grown platforms by nearly 90% and brokered 25+ brand deals. At EPIC NOLA, James elevated community event campaigns, boosting engagement by 40%. Now pursuing his MBA at Tulane as a Distinguished Scholar, James is eager to fuse business with his creative vision. In his free time, you’ll likely find him composing, editing videos, or experimenting with AI-assisted storytelling tools.