Luke Seicshnaydre (MBA ’26)

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Name: Luke Seicshnaydre

Hometown: Gulfport, Mississippi

Program: Professional MBA (PMBA)

Concentration or Specialization: Concentration in Strategy and Innovation and a Specialization in Finance

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Following graduation, what’s on the horizon for you professionally?

Following graduation, I plan to continue advancing my career at Textron Systems, where I currently serve as a Senior Project Manager. Leveraging the strategic,

financial, and leadership skills developed through the PMBA program, I intend to pursue a Program Manager role. In this capacity, I would assume profit-and-loss responsibility for the Navy Ship-to-Shore Connector (SSC) production program, based in New Orleans, Louisiana.

I am particularly motivated to remain in the defense industry because it provides the opportunity to support those who serve and protect our country.

Who was your favorite business professor and why?

Throughout the PMBA program at Tulane University, I had the opportunity to learn from many exceptional professors who made a lasting impact on my professional development. Two in particular stand out: Sherif Ebrahim and A.J. Brooks.

Professor Sherif Ebrahim, through courses such as Competition and Strategy, Mergers and Acquisitions, and Strategy and Innovation, reinforced a principle that has stayed with me: “Success is no accident.” Sherif had a unique ability to make classes highly engaging while easing pressure through his humor and playful jabs with students. His ability to challenge students while maintaining an approachable and energetic atmosphere exemplified what I believe an MBA experience should be.

Professor A.J. Brooks, who taught Real Estate Planning, Finance, and Development, brought an energy to every class that made the classroom come alive. Whether through his enthusiastic deep dives into complex Excel models or stories from his experience in real estate development, he had a knack for keeping students engaged. The depth of his course materials, along with the effort he invested in developing dynamic financial models, demonstrated A.J.’s commitment to his students. His class sparked an interest in real estate investment that I am actively pursuing and expect to play a meaningful role in my long-term career.

What was your favorite business course? Why was it your favorite?

It’s hard to choose just one favorite because all the courses combined led me to develop a strong foundational understanding of how a business sustains itself. But if I had to pick one, it would be Professor Sherif Ebrahim's Competition and Strategy course.

The course was my favorite because Sherif taught us, drawing on his real-world experience running a business, that true business success requires a sustainable

competitive advantage. In this course, we learned that in business, consumer preferences will change, and to remain sustainable, businesses must continuously adapt alongside them. To do this, companies must maintain a constant awareness of the external environment, industry competition, and their own core competencies. This analytical approach to achieving a sustainable competitive advantage is something I will carry with me as I continue to grow into a business leader.

What's the most important thing you learned at Freeman?

During my time in the Professional MBA program at Freeman, the most important lesson I learned was not to let the fear of making the wrong decision prevent action. Whether it was speaking up in class without complete certainty or evaluating strategic decisions as a business leader, I came to understand that progress depends on a willingness to act despite ambiguity.

I learned that business leaders operate in environments defined by constant change, where teams and stakeholders rely on them to provide direction. While the program equipped me with analytical frameworks and tools to support decision-making, the most critical takeaway was recognizing that action must accompany analysis. Indecision, driven by fear or uncertainty, can be more detrimental than making an imperfect choice.

Coming from an engineering background, the absence of a single "right" answer in business was initially challenging to accept. However, I have learned that by applying structured thinking, remaining adaptable, and continuously reassessing decisions as conditions evolve, leaders can effectively guide their organizations and sustain long-term success.

What's your favorite New Orleans memory?

My favorite New Orleans memory took place this past fall, on October 30, 2025, when my wife and I welcomed our first child into the world, our son James. Becoming parents for the first time is an incredible journey filled with both challenges and joys, and living in a city like New Orleans has made that experience even more special.

Since his birth, my wife and I have enjoyed long walks through City Park with our son, bringing him to Mass at the many beautiful churches throughout the city, introducing him to Mardi Gras through the Endymion parade, and taking him along as we explore the incredible restaurants New Orleans has to offer. I could not imagine a better place to begin this chapter of our lives, and I look forward to

watching him grow up appreciating everything this city has given us.