Lindsey Friedfertig (MBA ’26)

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Name: Lindsey Friedfertig

Hometown: Chicago, IL

Program: Online MBA

Concentration or Specialization: Marketing and Business Analytics

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

I wanted to get my MBA to set myself up for long-term career growth. I work at United Airlines, and there are hundreds of different departments across the company. Having a foundational business knowledge allows me to have an agile

skillset that can be applied to a variety of projects and provides context on multiple aspects of a project's scope. This program has also helped me with both technical and soft skills that I can apply in any leadership role, like communication and better utilizing AI.

Who was your favorite business professor and why?

My favorite business professor was Bill Reese who taught Managerial Finance. It was my very first class in this program, and he did a phenomenal job at providing the necessary learning materials needed to fully understand the content. Teaching online classes can be very challenging, especially a quantitative class, but I learned so much from him and have utilized skills from that class in real-life projects.

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

My favorite business course was Strategy because it helped provide me with new perspectives in projects that I worked on. I appreciated that it offered a clear, structured approach to business decision-making, which felt more tangible than other qualitative classes. There were fun case studies that were relatable and relevant, making it easier to apply the course material.

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

The most important thing that I learned at Freeman went beyond just the coursework. It was from the people, both professors and students. The professors all have real life experiences that they bring to class, and the students come from all over the country from different backgrounds and industries. A big part of getting an MBA is networking, and I'm so grateful for the connections I've been able to make through this program.

What's your favorite New Orleans memory?

My favorite New Orleans memory is Audubon Park. It was such a luxury to have a gorgeous park right across from campus, and I have countless memories there from my undergrad years. I've had classes, gotten caught in the pouring rain during a run, and watched the filming of shows and movies there. My husband and I met at Tulane and took our engagement photos there. It's a place that is uniquely Tulane, and I make it a point to visit every time I'm back in the city.