The Flores MBA Program is the flagship academic program of the E. J. Ourso College of Business at Louisiana State University.

The Distinguished Speaker Series is an integral part of the LSU Flores MBA Program. Interaction with successful executives provides students significant educational enrichment to complement their classroom curriculum. By providing insight into the forces and new ideas shaping American and international business, the series offers MBAs real-world examples of concepts.

This semester, the E. J. Ourso College of Business is proud to showcase three executives who are recognized as leaders in their industries and communities.

For more information contact:

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Distinguished Speaker Series
Spring 2008

Past Speakers

James C. Flores, former president of the University of New Orleans
Robert M. Wohleber, former executive director of the Louisiana Economic Development Corporation

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E. J. Ourso College of Business
Louisiana State University
Maurice J. Coleman

Maurice Coleman is a managing director of Cherokee Investment Partners LLC and has been, with the group since February of 2006. Cherokee is a private equity real estate firm with $2 billion of committed capital from institutional investors that was founded in 1984 when a group of investors purchased four brick plants and merged them to form the Cherokee Sanford Group. Coleman is responsible for evaluating and understanding macro economic trends that impact real estate investing and recommends portfolio allocation strategies to maximize return on a risk-adjusted basis.

A resident of Raleigh, N.C., Coleman earned his bachelor’s in finance from LSU in 1981 and his MBA from the Flores MBA Program in 1989. Coleman began his professional career as a commercial lending officer at Wachovia Bank before moving to Delta Air Lines, where he stayed for 14 years. Ultimately, he served as director of alternative investments and managed a $1.7 billion portfolio of pension assets for Delta’s retirement funds.

By 1990, Cherokee had become the largest soil remediator in the mid-Atlantic region. The achievement of that goal began just four years earlier when petroleum-contaminated soil was found at one of the plant sites and a process for decontamination was developed. Since then, Cherokee has continuously grown its institutional capital. A portion of Coleman’s responsibilities is to ensure that the organization’s investors are kept up-to-date with investment activities and overall fund performance.

Last May, Coleman joined the E. J. Ourso College’s Dean’s Advisory Council as a member of its Academic Committee. He is a Chartered Financial Analyst Charterholder and a member of both the Pension Real Estate Association and the Urban Land Institute. Additionally, he works with Cherokee’s foundation, Cherokee Gives Back, to aid in the rebuilding process of homes in New Orleans that were decimated by Hurricane Katrina.

Jeff N. Springmeyer

Jeff Springmeyer is the president of Geophysical Pursuit Inc., a privately owned seismic data company in Houston, Tex. that he co-founded in 1984. GPI owns seismic data (2D & 3D) in over 12 states and the Gulf of Mexico that it licenses to oil and gas exploration companies. GPI contracts geophysical contractors to acquire its seismic data and has often partnered with WesternGeco, a division of Schlumberger, over the last 20 years on more than 100 projects.

A resident of Houston, Tex., Springmeyer earned his bachelor’s in marketing from LSU in 1981. In addition to his duties with GPI, Springmeyer was a shareholder and initial director of the board of the Bank of Danglewood until its acquisition by the Bank of Texas in May of 2002. Since that time, he has continued his service as a board member of the Bank of Texas.

In 1985, GPI began acquiring speculative data in Vermillion Parish and two years later commenced a long-term relationship with WesternGeco in which they jointly acquired proprietary rights in the Camerina Trend 2-D survey. A New Orleans office of GPI was opened in 1988. By the mid-1990s, GPI acquired its first 3-D survey; partnering with WesternGeco to do so, in the Galveston/Texas City Bay region. Just two years later, GPI began its first offshore 3-D program.

Springmeyer is a member of the E. J. Ourso College of Business Dean’s Advisory Committee and serves on the Business Partnerships Committee. A member of the LSU Foundation, he was inducted into the E. J. Ourso College’s Hall of Distinction in 2006 and into the LSU Gamma Chapter of Kappa Sigma’s Hall of Honor in 2004. Additionally, Springmeyer has devoted much time to various leadership roles within his church, his children’s schools, and other youth activities.

Luiz H. Carvalho

Luiz Carvalho is the chief executive officer and acting president of Proudfoot Consulting’s North American Division and has held the title of CEO since 2002. Proudfoot Consulting is a specialist consulting firm that implements sustainable operational improvements at no net annualized cost to its clients. The company boasts offices on five continents.

A resident of Marietta, Ga., Carvalho attended Pontificia Universidade Católica de São Paulo before joining Proudfoot in 1982 as a process consultant in the company’s Brazilian unit. In that capacity, his focus was concentrated on banking industry clients. In October of 1986, Carvalho transferred to North America where he was promoted to director of operations within a year. He later served as vice president of operations and then moved across the Atlantic upon being named vice president of analysis for Europe.

After returning to North America in early 1994, Carvalho became a member of the North American Operating Group and was promoted to vice president of operations. In 1999, he became unit president of the Americas Group and, after serving three successful years in that role, was appointed global CEO.

Carvalho is a member of the Young Presidents Organization and the World Presidents Organization. He is also a member of the Turnaround Management Association, the premier professional community dedicated to corporate renewal and turnaround management. A naturalized U.S. citizen, Carvalho is also a citizen of Brazil.