

## **Tulane Innovation Institute onboards new assistant vice president for Industry and Community Partnerships**

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Jeanette R. Weiland has been named as assistant vice president for Industry and Community Partnerships at the Tulane University Innovation Institute. (Photo provided by TUII)

The Tulane University Innovation Institute continues to expand with the addition of Jeanette R. Weiland as assistant vice president for Industry and Community Partnerships. She will lead the institute's "Vitalize" pillar, which focuses on

collaboration to develop mutually beneficial partnerships that fuel innovative and entrepreneurial impact for the region. This includes the newly announced Tulane Ventures Seed Fund. In this role, Weiland will develop and advance partnerships and collaborations and support early-stage startups in the New Orleans community along with the Innovation Institute team.

Weiland comes to the role with 20 years of experience working within multiple corporate structures, ranging from publicly traded corporations to nonprofits both large and small. Before coming to Tulane, Weiland was senior vice president of Bio, Innovation and Special Projects at New Orleans Business Alliance (NOLABA), where she managed the organization's business development and marketing teams. She has been a New Orleans resident for almost 20 years and has connections to the New Orleans business community that will be leveraged to support innovators and entrepreneurs.

Weiland is thrilled to be part of the founding leadership team at TUII.

"I couldn't be happier to join the team and contribute to its mission of transforming the way in which one of New Orleans' premier anchor institutions acts as a catalyst for innovation and commercialization in New Orleans. Creating this strategic and powerful initiative, Tulane is showing its commitment to leading the regional economy to a brighter future, and I am proud to be a part of that effort."

Notably, Weiland herself is an author and entrepreneur. Weiland published her first children's book, *Beignets for Breakfast*, in 2019; the book is currently in its third printing. In 2020, Weiland released her second book, *Red Beans & Rice*, and in 2023 she will release her third book, *Alligator Stew*.

Kimberly Gramm, the institute's David and Marion Mussafer Chief Innovation and Entrepreneurship Officer, said, "We are ecstatic to be able to welcome Jeanette in this critical role. Partnerships are important to the future development of our ecosystem and are essential to maximize the chances of success for early-stage ideas, discoveries and ventures in our community. Her background in finance, economic development and entrepreneurship makes her tailor-made for the role."