

How to run a purpose-driven business

July 25, 2016 8:45 AM Mark Miester

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The president and CEO of the Sazerac Co., the largest producer of distilled spirits in the United States, and the head of the GE Foundation highlight an impressive list of speakers lined up for the 37th annual [Tulane Business Forum](#).

The forum, an annual presentation of the Tulane Association of Business Alumni, will take place on Friday (Sept. 9), at the Ernest N. Morial Convention Center. The 2016 theme is “Purpose-Driven Business — How to Profit and Make a Difference.”

Mark Brown (MBA '90), who will deliver this year's luncheon keynote address, has served as president and CEO of the Sazerac Co. since 1997. Owned by the Goldring family of New Orleans, the company produces and markets top-selling brands including Buffalo Trace, Ancient Age, Pappy Van Winkle's Family Reserve, Southern Comfort, Fireball and Taaka. Prior to rejoining Sazerac, Brown spent five years with Brown-Forman as senior vice president and COO of the Select Brands Group and president of the Advancing Markets Group. Before that, he spent 11 years with Sazerac, serving as director of new products, national sales manager and ultimately vice president of sales and marketing.

Morning keynote speaker Deborah Elam has served as president of the GE Foundation since 2013 and as chief diversity officer of General Electric Co. since 2002. Before her appointment as chief diversity officer, she was managing director of human resources at GE Capital Commercial Finance. For the GE brand, she has held human resources positions in several areas, including GE Consulting Services, GE Capital Insurance Services and GE Capital Mortgage Corp.

For a full list of presenters and to register visit the Tulane Business Forum [website](#) or call 504-861-7921.