

ENTERPRISE RISK MANAGEMENT (ERM) FACULTY ROSTER



Edward J. Horwitz, PhD, CFP®, FBS®, ChFC, CLU, CSA

Executive Director, Mutual of Omaha Chair in Risk Management

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Dr. Ed Horwitz is the executive director of the Mutual of Omaha Endowed Chair in Risk Management and program director of Creighton's ERM programs. Ed is an experienced senior executive and general manager of a financial services/insurance organization, where he helped lead an organizational transition and ERM implementation. Dr. Horwitz has also consulted with organizations on the development of risk appetite statements and reporting dashboards. Ed's expertise is in leadership, strategic risks, scenario planning, governance, ERM implementation, risk appetite statement development, and behavioral biases of crisis decision-making.

Ed is also a highly regarded published researcher in the field of applied financial psychology and a published book author in the area of personal financial management. Ed has worked with members of the entertainment, sports, music, academic, technology start-up, and financial services industries on various risk management consulting and advising engagements. Dr. Horwitz instructs several courses in Creighton's ERM program, including the case study-based ERM Capstone course and courses in financial planning.

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ENTERPRISE RISK MANAGEMENT (ERM) FACULTY ROSTER



Max J. Rudolph, FSA, CFA, CERA, MAAA

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Max Rudolph is recognized as a thought leader in enterprise risk management, is a frequent speaker at seminars and universities, and is an award-winning author with a decade of monthly newsletters. Since 2006 he has led an independent consulting practice, helping companies develop their ERM processes with a focus on scenario planning. He provides an external view of cross-industry best practices that allows an honest assessment of current practices. Previously, he was employed by Mutual of Omaha as vice president of financial risk management. Max has completed research covering ERM, emerging risks, low economic growth, interest rate volatility, pandemics, investments, systemic risk and climate change.

He served on the Society of Actuaries Board of Governors along with volunteer activities including CFA Nebraska, the American Academy of Actuaries and the Actuarial Standards Board. He graduated from Michigan Technological University with Bachelor of Science degrees in Mathematics and Engineering Administration. He is a credentialed actuary and CFA charter holder.

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Huston Pullen, MBA, MS

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Huston Pullen is a leader in the field of business, communications and crisis management. His background in leading successful strategic communications and change management programs has earned him a great deal of notoriety on the international stage. Huston has served in various capacities over the years as a program manager and leader in business and government. Huston has served in leadership and strategic communications roles with the U.S. Department of Energy, Booz Allen Hamilton, the Federal Bureau of Investigation, the University of Nevada Las Vegas, and the city of Henderson, Nevada. His expertise in crisis management and communications has been foundational in these capacities.

Huston holds a Bachelor of Science in Public Administration and a Master of Science in Crisis and Emergency Management, both from the University of Nevada Las Vegas. Huston also holds an MBA from the University of Nevada Reno. Huston is regarded as an expert in the development and planning of crisis situations and organizational communication planned responses.