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Olin Alum's Startup Stands Out at Green Inaugural Ball

Recognizing the global need for pure water, biodegradable plastic and clean energy, Henri-James Tieleman, MBA '08, co-founded a company known as EcoloBlue Life & Energy.

His company's product – a machine that literally draws moisture from the air to produce water – was featured at the eco-friendly Green Inaugural Ball, which was held during the week of ceremonies surrounding the inauguration of President Barack Obama.

"We were very proud to be invited to the Green Inaugural Ball and to serve VIPs water from our EcoloBlue28 Atmospheric Water Generator," said Tieleman. "The event exposed EcoloBlue to many interested parties, including Greenopia and Discovery's Planet Green, and also allowed me to share our other endeavors, such as our oxo-biodegradable plastic additive and clean energy solutions from wind power and solar energies."

Tieleman co-founded the Miami-based EcoloBlue with Wayne Ferreira, tennis pro and Olympic medalist, in May 2007. While he knew there was a large market for his endeavor, he believes the network he established while participating in the Washington University-Fudan University Executive MBA Program contributed to his success.

"The Executive MBA in Shanghai program provided a great opportunity for me to meet people from many different backgrounds and experiences," said Tieleman. "My fellow classmates were some of China's top executives, and as a result I was able to find the expertise I needed to help launch my company. I don't believe I could have achieved this success anywhere else, which is a testament to the value of Olin's world-class Executive MBA program."

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