

Brian Luoma

President and CEO

The Westervelt Company

A native of Fort Bragg California, Mr. Luoma received his bachelor's degree in Forestry from Humboldt State University and has been a Registered Professional Forester in California since 1990. Prior to joining The Westervelt Company, Mr. Luoma held multiple positions over a 29-year career with Louisiana-Pacific Corporation ranging from forestry and procurement to structural panel manufacturing and business general management at the executive level.

Mr. Luoma joined The Westervelt Company, headquartered in Tuscaloosa, Alabama, as President and CEO in March 2017. The Westervelt Company is a 137-year-old company in its fourth generation of family ownership. The company owns and manages more than 500,000 acres of commercial timberland, two large lumber manufacturing facilities, an ecological restoration and mitigation business, covering seven states in the US, and an agricultural/recreation business on the North Island of New Zealand. The Westervelt Company has been known for its commitment to excellence in land stewardship, sustainability, and innovation throughout its history.

Prior to joining The Westervelt Company Mr. Luoma was Executive Vice President and General Manager, Siding with Louisiana-Pacific Corporation in Nashville Tennessee. He also served as the Senior Vice President and General Manager, Engineered Wood Products and Vice President, Procurement, Logistics and Supply Chain.

Over the course of his career, Mr. Luoma has served on many Industry Association boards and committees including The American Wood Council, The Wood Products Council, and the Forest Resources Association. Currently he is an Executive Committee member and PAC Committee Chair of the National Alliance of Forest Owners and is an Executive Committee member and Programs Committee Chair of the Softwood Lumber Board.