

Trey Bowles

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PROFESSIONAL INFORMATION

Overview:

- **Serial entrepreneur** with a proven track record of founding, scaling, and exiting successful ventures, driving strategic growth, and fostering innovation.
- **Revenue-focused leader** skilled in identifying opportunities, optimizing business models, and achieving sustainable financial outcomes.
- **AI and technology investor** with hands-on experience working with and advising companies at the forefront of artificial intelligence and emerging technologies.

Bowles Investment Group, L.L.C. (BIG) (January 2025- Present)

Dallas/Fort Worth, TX

BIG's mission is to identify and support exceptional businesses at pivotal stages of their growth. We actively seek partnerships with *seed*-stage and *Series A* companies demonstrating strong initial traction, dynamic leadership, and compelling business models. Additionally, we evaluate opportunities with established companies generating \$1–\$5 million in EBITDA, considering investment or acquisition to accelerate their growth.

- Source, evaluate, and lead funding initiatives for early stage companies
- Evaluate opportunities around the acquisition and growth of companies in the early growth market
- Work with other investors to co-invest in opportunities that fit the BIG thesis and help entrepreneurs grow and exit their businesses.

Techstars (February 2022-January 2025)

Dallas/Fort Worth, TX

Techstars is a global investment firm that is the most active seed investor on the planet. Investments are made in companies of up to \$120k and they are run through an accelerator and offered ongoing portfolio support for the life of the business. With \$100B market cap on our portfolio and 21 unicorns, Techstars is the leader in early markets.

- Sourced, select and invest in 43 companies with a heavy focus on AI/ML based businesses.
- Developed, led, and grew a health tech focused accelerator investing in companies from more than 17 countries world wide.
- Developed, led and grew a generalist tech focused accelerator through our remote/virtual program.
- Launched Fort Worth Entrepreneur Center with funds from City of Fort Worth to increase access to entrepreneurial support for entrepreneurs in Tarrant County and across North Texas.
- Took over, ran and grew the Techstars Anywhere (remote/virtual) program starting December 2023.

InnoCity Partners LLC (December 2019-Present)

Dallas, Texas

Smart Cities consulting and project management firm that provides counsel to organizations across the public and private sectors to design, build, and execute smart city programs.

President and CoFounder

- Provides strategic leadership around market expansion, growth and customer development.
- Develops sales pipelines, lead generation strategy and conversion approaches to add customers.
- Offers industry-wide thought leadership and is seen as one of the foremost experts in ecosystem development.

The Dallas Entrepreneur Center (June 2013- June 2018)

Dallas, Texas

501c3 non-profit coworking space that provides entrepreneurs with education, training, education, mentorship, and promotion.

CEO and Cofounder

- Helping early-stage entrepreneurs start, build, and grow businesses and creating a national brand for Dallas
- Create strategic vision to help serve aspiring entrepreneurs and teach them to build companies.
- Act as a catalyst to build regional community and collaboration around supporting entrepreneurs.
- Develop a plan to brand Dallas as a leading national startup hub for entrepreneurs.

The Dallas Innovation Alliance (DIA d/b/a NTXIA) (September 2015-2022)

Dallas, Texas

Public private partnership dedicated to the design and execution of a smart cities plan for the City of Dallas.

Cofounder

- Developing a scalable smart cities model for the City of Dallas that leaves a legacy of innovation, sustainability, and collaborations for future generations.
- Develop strategic vision to design, plan and build a smart cities test program in the West End Living Lab.
- Launched DIA with White House OSTP as only one of 4 cities in the program.
- Brought together key partners in non-profit, the city, academic institutions, and major corporations to help launch first ever integrated smart cities plan in the US.

Startup America (January 2012- December 2020) relaunched as Startup Champions Network

Dallas, Texas

Nation wide non-profit organization created to foster, innovative high-growth firms in the United States

Founder, Chair and Board President

- Developing Texas Region of Lead Entrepreneurs to Support Startup America Partnership
- Connect and serve the regional entrepreneurial community by offering resources, connections, and education.
- Develop local relationships with corporations and organizations that can empower entrepreneurs in Texas.
- Raise necessary funds for operation of the Startup Texas non-profit entity.

Southern Methodist University (August 2011- Present)

Dallas, Texas

Adjunct Professor of Entrepreneurship at SMU's Meadow School of Performing Arts

Assistant Adjunct Professor

- Raised \$2m from the Phillips Foundation to launch the SMU Impact Club and Fund.
- Developed Arts Entrepreneurship Minor at SMU (SMU named top #14 school in entrepreneurship in US in Forbes 2015 report)
- Created curriculum to launch an Arts Entrepreneurship Minor at the Meadows School within SMU
- Teach four Entrepreneurship courses on: Attracting Capital, Developing a Venture Plan, Social Entrepreneurship, Accelerator Your Startup focused on both the for-profit and non-profit sectors
- Establish connections to local businesses and leaders to serve as mentors and sources of jobs and internships for the students within the Arts Entrepreneurships and Arts Management department.

Big Jump Media (d.b.a GodTube.com) (April 2008-January 2011: **SOLD to SALM**)

Plano, Texas

World's largest faith-based video-sharing and social-networking site comprised of user driven content

Chief Executive Officer (June 2009-January 2011)

- Appointed by board to run organization and oversaw sale of the business.
- Authored turnaround plan cutting \$1MM/month of cost
- Tripled monthly revenue and sold business to Salem Communications (NYSE: SALM)
- Crafted employee retention plan to re-structure organization for operational efficiency.
- Raised \$2.3MM to execute re-organization plan.
- Ran asset sale process, wound down operations, and negotiated remaining liabilities at 10%.

Chief Marketing Officer (April 2008-May 2009)

- Created first integrated marketing strategy and led 25 person marketing team.
- Designed viral marketing plans positioning brand to 80% increase in unique visitors in 2008.
- Executed marketing plan that led to record traffic numbers - 3.4 million uniques in July 2008.
- Launched tangle.com brand in February 2009 taking traffic to 4.8 million visits in April 2009.

World Digital Media Group, Inc (April 2005-April 2006)

Dallas, Texas

Joint investment entertainment company funded by RadioShack, Dish Network and Sirius Satellite Radio

General Manager YMC Records/ VP Strategy WDMG

Built multi-faceted entertainment company.

- Directed all aspects of WDMG and YMC Record's business operations.
- Executed WDMG business plan, recording first-year revenue in excess of \$7MM
- Developed specialty retail sales strategy key to add RadioShack, Bombay Company, and 7-11.

Morpheus (June 2001-May 2003)

Nashville, Tennessee

2nd generation Napster peer-to-peer file sharing application enabling people to directly connect and share information. At the time it was the fastest growing adoption rate of a technology in the history of the internet.

Executive Vice President Strategic Development

Built business strategy, grew company revenue and developed strategic publicity approach.

- Grew business to 100MM downloads in first year via interactive grassroots marketing strategy.
- Created and implemented ad strategy resulting in over 1BB ad impressions per month.
- Won unprecedented legal battle against major record labels and movie studios at supreme court.

OTHER PROFESSIONAL ENDEAVORS

Daedalus Consultants LLC (March 2001-Present)

Dallas, Texas

Internet/technology start-up consulting firm: marketing strategy and operational effectiveness.

CEO/Co-Founder

- Strategic consultation with focus on marketing (traditional and grassroots) business development, strategy.
- Ran Media & Technology for a boutique investment bank, which bought and re-launched the ABA (American Basketball Association), e-learning technologies, and social network with Nick Lachey.
- Developed entertainment division for sophisticated voice recognition software creating several television shows, and international cell carrier relationships.

Key clients include: Brax Capital Group, ID Watchdog, MPower Films, LVA, GLG Partners, Hypergiant **SOLD**
Complete list of clients and projects are available upon request.

Private Entertainment (August 2006- 2011: SOLD)

Dallas, Texas

Entertainment management and technology company that creates, produces, and promotes positive content.

Managing Partner

Developed strategic entertainment technology integration and viral marketing for global music/film projects.

- Worked on brand advertiser and sponsorship relationships for bands on the Private Entertainment Artist Roster, (i.e. *Green River Ordinance* (EMI), *Ben Rector*)
- Developed implementation plan for viral, online, and traditional marketing plans.
- Integrated technology and entertainment to leverage digital distribution and content transmission.
- Built grassroots marketing strategy for Toronto Film Festival winning film, "Bella" - \$30MM in gross revenues.

EDUCATION

Baylor University

Waco, Texas

- B.A. in Business Administration and Marketing
- Dean's List
- Cum Laude

OTHER INFORMATION

- Appointed to the board of the Center for American Entrepreneurship. CAE is a nonpartisan 501 (c)(3) research, policy, and advocacy organization that works with policymakers in Washington and across the country to achieve a policy environment that promotes new business formation, survival, and growth.
- Appointed as Co-Chair of the Mayor's Task Force on Innovation and Entrepreneurship in November 2020. Led a team of 15 task force members to create a report on how the City of Dallas could help attract, retain, and support startup companies in the city.
- Appointed by Secretary of Commerce, Penny Pritzker to serve on The National Advisory Council for Innovation and Entrepreneurship (NACIE) to support the Secretary and help advise on what the Department of Commerce's priorities should be nationally around innovation and entrepreneurship.
- Cofounder and Chairman of the Mayor's Star Council (now called Engage Dallas) with Mayor of Dallas, Michael Rawlings. Leadership organization cofounder with the Mayor of Dallas to find a culturally diverse and civically minded group of emerging leaders who are focused on embracing and engaging the City of Dallas today rather than just inherit it in 20 years.
- Cofounded the Startup Champions Network. A national sharing group dedicated to supporting innovation ecosystem builders across the United States and the entrepreneurs they serve. We are building **a national network of best-in-class innovation ecosystem builders** and connecting them to people, resources, and events around the nation to support their communities and their work.
- Organized, started and ran board of local non-profit chapter of K-Life Ministries, subsidiary of Kanakuk Kamps, the largest Christian athletics camp in the world.
- Developed strategy and helped create leading fashion industry non-profit, Model Home Project, developing key partnerships with Ralph Lauren, The Style Network, Armani, and Habitat for Humanity.
- United Way of Metropolitan Dallas: Founding Board members and mentor Ground Floor Social Innovation Fund and Accelerator