

**Curriculum Vitae**  
**Bob Milner, MBA**  
**Rlm088@shsu.edu**

**Education:**

Park University, BS. Management  
1981 – 1989

University of Phoenix  
MBA, 2009 – 2010

University of Phoenix  
DBA (ABD), 2010 – 2012

**Academic Positions**

Associate Professor of Practice  
College of Business  
2025 –

Co-Director, CITE (Center for Innovation, Technology, & Entrepreneurship)  
NASA Tech Transfer Lead  
Faculty Research Commercialization Program Director  
Sam Houston State University  
2022 – Present

Director, Entrepreneurship Program  
Sam Houston State University  
2021 – Present

Senior Lecturer, Entrepreneurship Program  
Sam Houston State University  
2019 – Present

Adjunct Professor – Strategic Planning, Strategic Problem Solving, Project Management,  
Leadership Development  
Lonestar College  
2017- 2019

Expanding Frontiers  
Mentor  
2021 to present

**Private Enterprise:**

Chairman of TerBo Enterprises, Inc. (Semi-Retired – in a 7-year buyout)  
2009 – Present

TerBo is a multi-business holding company with 400 employees that generates over \$400mm in annual revenue. These entities range from automotive dealerships, financial consulting, virtual

reality gaming business, virtual reality STEAM learning programming, virtual reality learning program for learners on the Spectrum, virtual reality job skill development, gourmet hot dog and sausage business and catering, and investments in other small businesses such as restaurants, real estate, and luxury vacation property management.

Co-Owner, Mercedes-Benz of The Woodlands

2014 – 2019

Managing partner in a newly established Mercedes-Benz dealership in The Woodlands, TX. Responsible for all land acquisition, facility construction, and startup and ongoing operations. Retired in 2019. Led dealership to be the #1 Mercedes-Benz dealership in Customer Loyalty, and Employee Engagement in 2015 until my retirement. Received every possible award and recognition from MBUSA, the USA Holding Company for Mercedes-Benz Cars, as subsidiary of Daimler.

Co-Owner, Mercedes-Benz of Long Beach

2010 – 2014

Led all operations of a Top Ten Mercedes-Benz dealership, that consistently ranked in the Top Ten Mercedes-Benz dealership in Customer Loyalty, and Employee Engagement from 2010 until my exit in 2014 to move back home and open a new Mercedes-Benz dealership. Received every possible award and recognition from MBUSA, the USA Holding Company for Mercedes-Benz Cars, a subsidiary of Daimler.

### **Elected Positions:**

The Woodlands Township Board of Directors

2019 – Current

The Woodlands Township Board of Directors represents the residents of The Woodlands, TX, a residential entity of approximately 121,000 residents in all governance. The Woodlands, TX is designated a “Special Purpose District” by the State of Texas, and thus the BOD performs the same functions as a City Council. Elected in 2019 and re-elected in 2021.

### **Non-Profit/Volunteer Activities:**

TUNI – Texas University Network for Innovation and Entrepreneurship Centers

Secretary

12-2024 – Present

USASBE

Chair – Family Business Sig

Vice Chair – Family Business Sig

2021-Present

Vice Chair – Rural Entrepreneurship SIG

2022 to present

Reflective Life Ministries

Board of Directors

Christian Film Production Company

2020 to present

The Cynthia Woods Mitchell Pavilion

Board of Directors

Vice-Chair, Trustee Committee  
Strategic Planning Committee  
2016 – Present

Insperity Golf Charities Foundation  
Board of Directors  
2018 – Present

Montgomery County Crimestoppers  
Board of Directors  
2016 – Present

Memorial Hermann of The Woodlands Hospital  
Executive Leadership Advisory Board  
2015 – Present

Greater Houston Partnership  
Energy Committee  
Sam Houston State University Representative  
2022 – Present

HETI (Houston Energy Transition Initiative)  
Member  
Sam Houston State University Representative

Montgomery County Community Foundation  
Board of Directors  
Grant Committee  
2018 – 2023

The Woodlands Chamber of Commerce  
Board of Directors  
VP of Finance  
VP of Strategic Planning  
2015 – 2022

The Woodlands Arts Council  
Board of Directors  
VP of Finance  
VP of Strategic Planning  
VP of Festival  
2016 – 2020

Meals on Wheels  
Board of Directors  
Vice-Chairman  
2016 – 2018

The Woodlands Economic Development Partnership  
Board of Directors

2016 – 2018

St. Jude Children's Hospital  
Regional Board of Advisors  
2012 – 2018

Long Beach Women's Shelter  
Board of Directors  
Vice-Chair  
Chair, Legal Committee  
Chair, Strategic Planning Committee  
2010 – 2014

**Conference Presentations:**

VentureWell Course & Program Grant  
Technology Transfer Certificate  
March 2024 thru March 2026

Diamond Challenge Innovation Pitch Competition  
Hosted and Facilitated Regional High School Innovation Pitch Competition  
March 2024

USASBE 2023  
Co-Chair – Emerging Tracks  
Innovative Co-curricular Programming Track

Syracuse University Veterans' EBV Entrepreneurship Bootcamp - 2023  
Business Model Canvas  
B2C (Business to Customer) Business Model Validation  
SWOT Analysis

Syracuse University EVMF Disabled Veteran's Startup Bootcamp - 2023  
Mindset – Creating a path of Purpose  
Business Model Canvas  
SWOT Analysis

Syracuse University EVMF Vwise Conference for Women Veteran's and Spouses - 2023  
Mindset – Creating a path of Purpose  
Business Model Canvas  
SWOT Analysis  
Culture – The Heart of every organization

USASBE 2022  
Presenter, "Competitive Exercises"  
Restaurant Survival Planning – Pandemic Case Study

Panel Member  
Effectuation Panel Discussion  
"How successful Entrepreneurs build with the resources available to them"

GCEC (Global Consortium of Entrepreneurship Centers) 2022

Panel Member

Effectuation Panel Discussion

“How successful Entrepreneurs build with the resources available to them”

Cornell University – The Learning School - 2022

Social Responsibility Presentation – “Corporate Social Responsibility from the perspective of a for-profit business”

### **Entrepreneurship Center Engagement Activities:**

Woodforest Bank E4ALL – Underserved Community Startup Workshops

Facilitator

2022 to present

Diamond Challenge

International High School Student Entrepreneurship Pitch Competition

Facilitated the Regional Competition of 9 teams

2019 to present

City of Conroe - 2023

Facilitated a Customer Relations workshop for all city customer service team members and department leaders

Texas Business Hall of Fame

SHSU Student Nominee Mentor

### **Additional Training:**

Wharton School of Business

Post Graduate Certificate – “Scaling Business – Path to a Unicorn”

2023

Columbia School of Business

Post Graduate Certificate – “Family Enterprise, Business and Wealth Management”

2023

Sam Houston State University

Emerging Faculty and Classrooms Program

2022

Sam Houston State University

Leader’s Diversity, Equity, and Inclusion Program

2022

Thayer Leadership Academy – West Point Military Academy

2016

Accenture Executive Leadership Academy

2015

NCM Associates

Automotive Dealer Academy  
2003

National Automobile Dealer Association (NADA)  
Automotive Dealer Academy  
1999

Numerous presentations at annual conferences on automotive retail operations, customer engagement, corporate social responsibility, employee engagement

Numerous recognition awards for outstanding performance by my automotive retail teams throughout my career

### **Student Advising and University Service:**

Student CEO Club  
Faculty Advisor  
2019 – Present

Sigma Nu Tau  
Entrepreneurship National Honor Society  
Faculty Advisor  
2021 – Present

SHSU Gibbs Ranch  
Strategic Project Lead  
Sustainable Hydroponic Farm  
2022 – Present

SHSU Strategic Planning Group  
Co-Team Lead – University Strategic Planning Group  
2023 – 2025 SHSU University Strategic Planning Project

SHSU College of Business Administration (COBA)  
Strategic Planning Group  
2023

SHSU COBA – Business Administration & Entrepreneurship Dept.  
Strategic Planning Committee  
2023

SHSU COBA Dean's Faculty Advisory Council  
2023  
COBA Curriculum Committee  
2023

SHSU Center for Innovation, Technology, & Entrepreneurship  
Woodforest National Bank, The Foundry  
Led Incubator Project for 11 underserved small businesses  
2022

SHSU College of Nursing

Facilitated a Design-Thinking workshop for the Nursing Program Leadership and the Nursing Leaders of 11 Houston area Hospitals

SHSU Honors College

Sam Houston State University

Facilitated a Summer Honors Seminar

“Creating a Journey of Purpose”

Summer 2022

John Cooper School

Mentoring Student Group to create the first Student Community Engagement Council with The Woodlands Township

John Cooper School

Mentor Student Entrepreneurship Club Leadership Team

### **Awards:**

Nominated – Non-Tenure-Track Teaching Award

Sam Houston State University

College of Business

2023

ACUE Fellow

Sam Houston State University

2022

St. Jude Children’s Research Hospital

Lifetime Achievement Award

2018

VEL – Veteran’s – Entrepreneurship – Leaders Organization

2017 VEL Legacy Award

The Woodlands Hometown Hero Award

2017

Ernst & Young Entrepreneur of the Year

Finalist - 2017

Numerous “Volunteer of the Year awards”

### **Publications**

None