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Harlan T. Beverly, Ph.D. is a 4-time CEO and 3-time startup founder with special focus in the web technology space (B2B and B2C). He is currently VP of Engineering at a startup (Mercado Labs) and a lecturer in entrepreneurship and innovation at Texas State University. Harlan is also a mentor and advisor in dozens of startups at Capital Factory and NewChip. Harlan has 21 published technology patents and numerous scholarly articles as well as two published books: <https://amzn.to/377aR3b>. Previously, Harlan was a lecturer at The University of Texas at Austin where he taught entrepreneurship and helped run the Texas Venture Labs. Harlan specializes in fundraising and growth marketing for consumer, health, and technology companies. Harlan has founded three B2C startups and sold two of them: Bigfoot Networks, Inc. and Karmaback, Inc. Harlan was also CEO of Key Ingredient, Inc. which he sold in 2018. Harlan is not actively investing but has experience as an angel investor and a venture investor and is an active mentor at Capital Factory in Austin, TX. He received his B.S. in Electrical Engineering from Ohio Northern University, an M.B.A. from The University of Texas at Austin, and his PhD in Business from Oklahoma State University.



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