

MELLIE PRICE

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX

Master of Science in Technology Commercialization with Honors

THE UNIVERSITY OF TEXAS AT AUSTIN, College of Natural Sciences, Austin, TX

Bachelor of Science in Biology

EXPERIENCE

THE UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX

McCombs School of Business – Executive Director, Jon Brumley Texas Venture Labs

2019 – Present

- Dynamic leader of a campus-wide program to support graduate students learning entrepreneurial and business leadership skills through a hands-on practicum class, accelerator program, and investment competition. Responsibilities include overseeing all recruiting, operations, marketing, fundraising, and public relations activities as well as investor, advisory board, donor relations, and student mentoring.
- Adjunct Assistant Professor for two graduate courses, JBTVL Practicum and New Venture Creation, in which masters and doctoral students learn the academic fundamentals of entrepreneurship as well as the practical skills required to advance a business opportunity from concept to product launch.

College of Natural Science - Adjunct Assistant Professor, Longhorn Startup Seminar (Fall) & Lab (Spring)

2017 – Present

- Lead instructor for campus-wide lecture-based course in the Fall semester that introduces undergraduate students to the principles and experience of entrepreneurship. Instructor and weekly lead mentor for 12 student-led companies each Spring semester for an intensive project-based course supporting students building scalable companies and who need to develop their presentation, fundraising, collaboration, and management skills.

Dell Medical School - Executive Director, Commercialization

2016 – Present

- Founder and manager of inaugural commercialization program that supports the identification, due diligence, clinical approval and launch of health innovations invented or led by clinicians, researchers, students, external startups, and partners. Responsible for managing and advancing a core portfolio of 6 products/companies.

FRONT GATE SOLUTIONS & FRONT GATE TICKETS, Austin, TX

2003 – 2012

Founder & CEO

- Founder of an innovative software platform for the live entertainment industry that disrupted the \$46B ticketing industry by selling primary market tickets online, leveraging print-at-home technology, and building custom-branded ticketing websites for major music and food festivals, venues, and touring artists.
- Bootstrapped the company with \$15,000 and grew it to over \$70M in annual sales in more than 800 cities across North America prior to being acquired by Live Nation.

SOURCE SPRING & SOURCE SPRING FUND, Austin, TX

2009 – Present

Founder & CEO

- Formed a boutique consultancy and small family-office to manage a growing portfolio of angel investments and other entrepreneurial activity. Launched two nationally recognized companies that support early-stage entrepreneurs:

CAPITAL FACTORY, Austin, Dallas, Houston, TX

2009 – Present

Co-Founder, Investor, Lead Mentor, Managing Director & Former General Partner

- Created a co-working space, accelerator program, and early-stage investment fund that has invested over \$30M in Texas startups and supports thousands of entrepreneurs annually by hosting 1000+ networking and educational events which attract 75,000+ visitors.

CURRENT BOARDS OF DIRECTORS: Leadership Austin, PBS Austin, SAFE Alliance, and Victory Fund