

TREVOR PAWL

Professional Experience

Chief Executive Officer

Louisville Economic Development Alliance

3/2025-Present; Louisville, KY

Professional Sabbatical, Voluntary

2/2023-Present; Worldwide

- Paused my full-time career to spend more time with my wife and two children. Together, we traveled over 30,000 miles across 5 continents.
- I summarized this experience in a TEDx Talk (Link: <https://pawl.bio/TED1>). It was also covered in Yahoo Finance (Link: <https://pawl.bio/trip>).
- During this time, I've taken on part-time roles: teaching economics at the University of Detroit Mercy; advising startups; and advising the Michigan Department of Labor and Economic Opportunity on ways to help local economies prepare for the global shift to clean energy.

Chief Mobility Officer

State of Michigan

7/2020-2/2023; Detroit, MI

- Appointed by Governor Gretchen Whitmer to serve as Michigan's first Chief Mobility Officer.
- Initiated 89 public-private partnerships that raised over \$478M for new transportation and infrastructure projects in Michigan.
- Authored Michigan's first mobility strategy. See press event: <https://pawl.bio/Strategy>
- Served as the state's lead voice for all issues related to the future of mobility and smart technologies.
- Built new grant programs to address healthcare, safety, transit, and electrification challenges. See press event: <https://pawl.bio/Grant>
- Co-led the state's efforts to work with auto suppliers to distribute PPE during the three months of the COVID-19 pandemic.
- Launched multiple American firsts, including a road that wirelessly charges moving EVs, and a dedicated lane for autonomous vehicles.
- Fundraised to launch innovation hubs, including Michigan Central and Detroit Smart Parking Lab. See press event: <https://pawl.bio/Lab>
- Managed a \$32M budget, a 6-person team, and a 21-person Governor-appointed Council on Future Mobility and Electrification.

Senior Vice President, Business Innovation

Michigan Economic Development Corporation (MEDC)

6/2019-7/2020; Detroit, MI

- Operationalized state programs to help Michigan corporations, startups, and universities commercialize and scale new technologies.
- Initiated a 2019 commitment from Michigan's largest utilities to spend \$15B with local businesses over 5 years.
- Supervised aid programs for Michigan small businesses that facilitated \$664M in export growth.
- Managed a \$28M annual budget and a 33-person team.

Group Vice President, Mobility, Supply Chain, and Trade Programs

Michigan Economic Development Corporation (MEDC)

4/2017-6/2019; Detroit, MI

- Fundraised \$40M in mobility-focused investment from the public and private sectors for new programs and projects in two years.
- Launched PlanetM, a national community focused on mobility, and citizen-led innovation. See brand video: <https://pawl.bio/Community>
- Piloted 37 new technologies across Michigan designed to help rural communities, the elderly, veterans, and persons with disabilities.
- Led multiple Governor-led Trade Missions to Silicon Valley, the Consumer Electronics Show, and India.
- Presented on Michigan's mobility future in a 2018 TEDx Talk. Link to view: <https://pawl.bio/TED2>
- Managed a \$10M annual budget and a 23-person team.

Vice President, Supply Chain and Trade Programs

Michigan Economic Development Corporation (MEDC)

3/2016-4/2017; Detroit, MI

- Created a new business unit focused on supply chain efficiency and export growth.
- Facilitated \$2.2B in purchase orders for Michigan small businesses between 2016 and 2017.
- Aided over 400 small/mid-sized exporters in 2016 and 2017, resulting in \$606M in state export growth.
- Managed a \$7M annual budget and an 18-person team with partner offices on five continents.

Managing Director, Pure Michigan Business Connect

Michigan Economic Development Corporation (MEDC)

1/2013-3/2016; Detroit, MI

- Created Pure Michigan Business Connect to connect small businesses with global corporations to fill supply chain gaps.
- Led supply chain matchmaking projects in 20 industries that resulted in \$3.4B in revenue for Michigan suppliers.
- Organized over 100 signature matchmaking events in under 3 years. Here is a sample of one of these events: <https://pawl.bio/Convene>
- Managed a \$2M annual budget and a 6-person team.

Co-Founder and Director, Connection Point

Detroit Regional Chamber

1/2011-1/2013; Detroit, MI

- Created a federally funded program to find new business for manufacturers in communities hurt by the Great Recession.
- Facilitated \$200M in bid opportunities for Detroit Area businesses, spurring local economic growth.
- Managed a \$2M budget and a 3-person team.

Account Manager

4/2008-1/2011; Pleasant Ridge, MI

ePrize LLC. (now Merkle Group Inc.)

- Managed loyalty programs and lead generation projects for Fairmont Hotels, Scott's, Wendy's, Nationwide, and Canadian Tire.
- Exceeded 7-digit annual sales goals with a 20% growth target year over year. Achieved 106% to goal in 2009 and 113% to goal in 2010.

Account Associate

8/2006-4/2008; Southfield, MI

Doner Advertising

- Managed creative content for Expedia, AAA Insurance, and ADT Security.
- Reduced client costs per lead and increased audience engagement across print, digital, and broadcast.

Accomplishments, Boards, and Speaking Experience

Accomplishments:

- 2024 Finisher, Rome (Italy) and Buenos Aires (Argentina) Marathons**
- 2022 Honoree, Notable Leaders in Electric Vehicles**, Crain's Detroit Business
- 2020 Host, Chocolate Jubilee Fundraising Event**, Michigan Chapter of the Alzheimer's Association
- 2019 Honoree, 30 in Their 30's**, Dbusiness Magazine
- 2019 Honoree, 50 Names to Know in Government**, Crain's Detroit Business
- 2017 Member, Leadership Detroit, Class XXXVIII**, Detroit Regional Chamber
- 2015 Honoree, Government Advocate of the Year Award**, Great Lakes Women's Business Council (WBEC)
- 2014 Finisher, Athens (Greece) Marathon**
- 2013 Honoree, 40 Under 40 International Rising Stars in Economic Development**, Development Counsellors International (DCI)
- 2013 Honoree, Leader and Innovator Award**, WWJ-CBS Detroit, and Lawrence Technological University
- 2012 Honoree, 40 Under 40**, Crain's Detroit Business
- 2010 Finisher, San Francisco and Detroit Marathons**

Boards:

- 2022-2023 University of Michigan, Mcity**; Ann Arbor, MI
- 2021-2023 American Center for Mobility**; Ypsilanti, MI
- 2014-2020 Winning Futures**; Warren MI

Speaking Experience at:

CES, South by Southwest, Forbes 30 Under 30, Detroit Auto Show, D.C. Auto Show, L.A. Auto Show, World's Fair, World 50, TEDx

Education and Teaching

Education:

- Fellow, Michigan Political Leadership Program**, Michigan State University (2014-2015)
- Master's Degree, Business Administration**, University of Detroit Mercy (2009-2011)
- Certificate in Business Turnaround Management**, University of Detroit Mercy (2007-2009)
- Certificate in Global Affairs, School of Professional Studies**, New York University (2004-2005)
- Bachelor's Degree, Business Administration**, Grand Valley State University (2000-2005)

Teaching:

- Adjunct Professor, Economics**, University of Detroit Mercy, College of Business Administration (7/2020-Present)
 - Teach course introducing students to circular economies, market structures, cost analysis, ethics, and risk.
 - Develop engaging content to help students apply economic analysis in real-world scenarios.