

**BRETT BEVERIDGE, B.B.A. '89**

Member at Large
Chief Executive Officer, T-ROC

Brett Beveridge is a serial entrepreneur who thrives on building businesses from the ground up and prides himself on being at the forefront of technology. Since founding The Revenue Optimization Companies (T-ROC), Beveridge has helped propel the parent company of six brands to become a leader in the wireless, electronics, software, and retail industries, assisting many big-box retailers and Fortune 500 companies such as Apple,

Sprint, AT&T, Walmart, Comcast, and many more. He believes in combining people and technology to help companies reduce costs and increase sales whilst always exceeding customers' expectations.

At just 23 years old, Beveridge started selling cell phones out of a van with a college friend and turned that bootstrap company into Let's Talk Cellular & Wireless, which became the largest independent mobile wireless retailer in the country at the time, with close to 300 stores nationwide. He would eventually go public and sell it to Nextel.

Beveridge continued to harness his entrepreneurial spirit, raising millions from national venture capital firms like Goldman Sachs to co-found LetsTalk.com, which became one of the largest online e-tailers of wireless products and services. In 2012, LetsTalk.com was acquired by Brightstar Corporation, the largest wireless handset distributor in the world.

Beveridge is the chair emeritus of the Consumer Technology Association's Wireless Board and the past chair of The Young Presidents Organization of Miami. He was Ernst & Young's 2017 Entrepreneur of the Year – Florida, and holds a 2018 Gold Stevie Award for Entrepreneur of the Year in the retail category. T-ROC and its brands have been listed on the Inc. 500|5000 lists and Deloitte Technology Fast 500 list multiple years.

For the last 15 years, Beveridge has been involved with Big Brothers Big Sisters Miami, where he is a past chairman and is on the Foundation Board. He serves on the Orange Bowl Committee and is a recent new member of the United Way Tocqueville Society. He serves on the University of Miami President's Council and has mentored college students as a volunteer.