

Top Skills

Strategic Planning

Start-ups

Public Speaking

Honors-Awards

Lifetime Trustee

W. Bradley Werner

Entrepreneur | CEO | Faculty | Speaker
Boulder, Colorado

Summary

My investing career began when I was 15 years old, buying gold futures contracts through my father's account (without his knowledge), with the best of intentions. Needless to say, my first trade lost money (my father still hasn't let me live it down to this day), but I was absolutely hooked.

At the age of 21, I walked onto the trading floor of the Chicago Mercantile Exchange with \$3,000 to my name and absolutely no backup plan. Completely determined, I fought day in and out for 35 years, risking everything I had more times than I care to remember. By the time I was 40 I had become one of the most successful commodity traders in the industry. Always looking for a new opportunities, I turned my attention to ventures in real estate, hospitality, and technology. An optical engineering company startup gave me my second, and ultimately successful, shot at angel investing.

I became focused on the growth of Chicago's homeless and HIV/AIDS population and worked toward a solution. At the time, the average age of a homeless person in the city was 7. For 10 years, I worked in concert with Chicago House developing and implementing creative solutions to help alleviate the scourges of homelessness, joblessness, and HIV/AIDS.

Currently I am the faculty director and an instructor of entrepreneurship at the University of Colorado's Leeds School of Business. My focus is on lean startup and agile engineering strategies providing students real world tools and experiences which will benefit them the moment they walk out the door.

Experience

University of Colorado Boulder - Leeds School of Business

Faculty Director of Entrepreneurship

June 2019 - Present

Boulder, Colorado

University of Colorado Boulder

Instructor-Strategy, Entrepreneurship & Operations-Leeds School of Business

August 2016 - Present

Boulder, CO

WYO Trading LLC

CEO

January 1981 - Present

Boulder, Colorado

WYO Trading has its roots in the commodity and livestock industries. Founded in Chicago in 1981, WYO trading has leveraged its risk analysis and price discovery expertise into investments throughout the business spectrum. In addition to its proprietary derivatives trading, the company has evolved into an investment vehicle whose mission is to achieve optimal risk adjusted returns in mid and long-term equity investments. The company has participated in the hospitality, manufacturing, technology, real estate, health care, livestock, aviation and energy sectors.

FLEx Lighting, LLC

Co-Founder

January 2010 - Present

Chicago, IL

FLEx has developed proprietary technologies to convert thin and inexpensive plastic into an efficient and powerful light source for a wide range of applications, from the displays on our electronics to the light fixtures in our homes. How does it work? The technology inserts light in plastic films thinner than a piece of paper. It then radiates light from the film exactly where it is needed. This new light guiding technology uses off-the-shelf commercial LEDs, which allows FLEx to take advantage of ongoing LED innovations and improvements, directly augmenting and enhancing its lighting solutions. A "light guide" is a common method of lighting the phones, tablets, laptops and televisions we use every day. Light is inserted into a sheet of plastic, which then "lights up". In the simplest terms, FLEx has re-invented the "light guide".

FLEx Lighting LLC

CEO

January 2010 - April 2014 (4 years 4 months)

Chicago, IL

Auberge Resorts Collection-AJ Capital Partners

Capital Partner

2006 - 2014 (8 years)

Illinois/California

The Auberge Resorts Residence Collection consists of Auberge Residences at Esperanza Resort, Los Cabos, Mexico; The Lodges at Calistoga Ranch, Napa Valley, California; Auberge Residences at Element 52, Telluride, Colorado and Auberge Residences at Pronghorn, Bend, Oregon.

CME Group

Member: Chicago Mercantile Exchange, International Monetary Market and Index and Option Market

1981 - 2014 (33 years)

Chicago, IL

CME Group is the world's leading and most diverse derivatives marketplace, handling 3 billion contracts worth approximately \$1 quadrillion annually.

Mr. Werner was an active speculator and hedger. His primary focus was creating value by identifying inter market price discrepancies. He served on the Business Conduct Committee, the Arbitration Committee, the Lean Hog Pit Committee, and the Blue Ribbon Panel created to investigate unethical trading practices and various other committees which provided counsel to the CME's executive organization.

Sweet Miss Giving Bakery

Co-Founder and Principal Investor

June 2007 - December 2010 (3 years 7 months)

Chicago

As a Public/Private entity, Sweet Miss Giving's Bakery is a premier bakery and jobs program that offers baked goods and jobs training. Over 50% of all profits go to help the formerly homeless and HIV/AIDS-affected men, women, and children of Chicago House. The Employment Program and six-week training program was used to teach employable skills in baking, packaging, customer service, and delivery. At any given time, more than a dozen disabled adults are getting real-world training and experience in our kitchen. On November 11, 2009 President Bill Clinton cited this entity as "the best back to work program in the country".

Chicago House and Social Service Agency

Board Member

January 2006 - January 2010 (4 years 1 month)

Chicago, IL

Education

The University of Chicago

Master of Business Administration (MBA) · (1994 - 1996)

St. Lawrence University

Bachelor of Arts (B.A.), Government · (1978 - 1982)