

Remington Tonar, PhD

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SUMMARY

Accomplished startup/scale-up executive and recognized startup and innovation expert with a demonstrated track record launching highly successful ventures and transforming large organizations across industries. Deep experience in executive leadership, innovation management, brand strategy, B2B enterprise marketing and corporate communications, venture capital financing, private capital markets, strategic M&A, investor relations, and government relations. Diverse academic training in the humanities informs proven approach to leading and inspiring stakeholders. Experience managing small teams of specialists to teams of hundreds of cross-functional employees in highly dynamic environments.

PROFESSIONAL EXPERIENCE

Co-founder, Cart.com

November 2020 - Present (Houston, TX)

- Co-founded a leading commerce technology and services company that achieved a \$1.6B valuation, over \$450M ARR, 1,600 employees and 6,000 customers in under 4 years
- Played a central role in developing the company's vision, business model, acquisition strategy, and go-to-market practices, becoming the first official employee of the company
- Served as the company's founding **Chief Financial Officer** and first **Chief Operating Officer, Chief Commercial Officer, Chief of Staff, Investor Relations and Corporate Development** officer, and **Chief Growth Officer**, at times overseeing a dozen direct reports and over 200 department staff
- Led and supported fundraising efforts across four rounds, closing over \$350M in equity and \$100M in debt financing
- Led and supported eleven acquisitions ranging from \$10M to \$100M across software and logistics sectors

Adjunct Professor, Rice University School of Business

January 2024 - Present (part-time, Houston, TX)

- Taught Entrepreneurial Strategy (Business 463) at Rice University's Jones Graduate School of Business - Liu Idea Lab for Innovation and Entrepreneurship

Strategic Innovation Advisor, Fluor

January 2021 - Present (part-time, remote)

- Provided corporate innovation and corporate venture capital advice to the strategic innovation group within Fluor, the Fortune 500 engineering and construction firm
- Supported Fluor team members on select client engagements, working with experts from across business units to serve private and public sector clients, including the Department of Defense and Department Energy

Managing Director, The Cannon

January 2019 - August 2020 (Houston, TX)

- Was responsible for business development, corporate expansion and revenue generation for the largest chain of startup incubators and entrepreneur-focused coworking spaces in Texas
- Oversaw site selection, facility design and development, location monetization, startup programming, and venture capital investments for several locations across east Texas
- Launched and ran a consulting arm that advised companies and municipalities around the world on innovation ecosystem development and corporate innovation practices, with clients including Chevron, Marathon, Canadian Trade Commission, Guayaquil, Ecuador, Fort Bend County, TX, and startup development organizations in Oklahoma City and Calgary, Canada

Senior Contributor, Forbes

August 2018 - August 2020 (part-time, remote)

- Authored and published news and editorial pieces on infrastructure innovation and smart cities on Forbes.com
- Collaborated with organizations like the American Society of Civil Engineers, Gensler, and NASA on stories

Partner, Confecta Capital

January 2016 - December 2018 (New York, NY)

- Co-managed a seed stage venture capital fund focused on the food and beverage industry
- Raised funds from investors, led deal identification, portfolio management and fund dissolution due to LP liquidity issues

Engagement Director - Strategy, Siegelvision

December 2013 - October 2016 (New York, NY)

- Served on the senior staff at Siegelvision, an NYC-based design thinking and brand innovation consulting firm
- Worked with client execs on brand and business model innovation projects, helping them find new ways of creating value
- Clients included United Technologies, Merrill Lynch, AeroVironment, MWH Global, Dayco, Univision, Cigna, Johnson & Johnson, Komatsu, United Airlines, National Geographic, NPR, Emerson College, OSU Spears School of Business, MIT Sloan School of Management, New York University and University Hospitals

Senior Strategy Manager, Siegelvision

October 2012 - December 2013 (New York, NY)

Marketing and Strategy Manager, Teliris (A Dimension Data Company)

May 2011 - October 2012 (New York, NY)

- Coordinated marketing initiatives for a global cloud collaboration technology company
- Supported the development of new products and took a leading role in developing a new sales and distribution strategy
- Helped the CEO and CMO position the company for successful M&A, identifying potential partners and acquirers

Business Development and IT Manager, Cafe Baci Group

May 2009 - May 2011 (Chicago, IL)

- Led marketing and IT operations for a nine-location fast casual restaurant and coffee shop chain
- Supported new site selection through market research and supported IT deployments at new locations

Digital Communications Lead, Friends of Scott Walker

May 2006 - May 2008 (part-time, Milwaukee, WI)

- Oversaw gubernatorial campaign website, email communications, and social media
- Deployed and developed new digital tools and applications to increase campaign reach and efficiency

EDUCATION

Doctor of Philosophy, Religious Studies - University of Aberdeen (2024)

- PhD research focused on utopian and dystopian visions of technology-centric futures and how these technological imaginaries constitute modern myths, sacred or significant narratives that shape what we believe and how we behave.

Master of Science, Organizational Communication - New York University (2013)

- Research focused on the role that sociological factors play in influencing resistance to organizational change and lessons for more effective change management; worked with the NYU Department of Psychology to conduct primary research

Master of Arts, Theological Studies - Loyola University Chicago (2011)

- Research focused on the role of religious myths and symbols play in informing economic behavior of religious communities

Bachelor of Arts, Theology, minors in Philosophy and Political Economics - Marquette University (2009)

BOARD AND COMMITTEE POSITIONS

Committee Member, Center for Houston's Future - Houston 2050 Project

November 2024 - Present (Houston, TX)

- Served on the steering committee with a select group of civic leaders advising the Center for Houston's Future, Houston's non-profit over the horizon think tank, on urban planning and placemaking to form a vision for Houston in 2050

Committee Member, Marquette University College of Arts & Sciences Dean's Leadership Council

October 2022 - Present (Milwaukee, WI)

- Served on a university donor advisory committee focused on providing guidance and feedback on a range of issues to the Dean of the university's largest college

Chairman of the Board, Houston Contemporary Dance Company

January 2020 - June, 2025 (Houston, TX)

- Served as Chairman of the Board for a 501(c)3 nonprofit professional repertory dance company, helping to found and fund the organization at inception

Fort Bend County Technology Task Force

January 2020 - December 2020 (Fort Bend County, TX)

- Served on a committee organized by the County Executive to advise on county-wide technology, innovation, and entrepreneurship policies and initiatives

Board Member, Hint Global Investments

October 2016 - October 2017 (Houston, TX)

- Advised a group of energy executives on strategic M&A and roll-up of small to mid-sized digital oilfield IT companies, bringing technology expertise and assisting in identifying and vetting acquisition targets

Treasurer and Board Member, Civic Life Project

April 2013 - April 2015 (New York, NY)

- Served on the Board of Directors for a 501(c)3 nonprofit focused on teaching civics through journalism and filmmaking

SELECT PRESENTATIONS AND PUBLICATIONS

Select Presentations and Publications

- Invited speaker, Web Summit, Lisbon, Portugal (November 2024)
- Invited speaker, Defense Logistics and Support Summit, Washington D.C. (October 2024)
- Invited speaker, Shoptalk, Las Vegas, Nevada (March 2024)
- Invited speaker, SXSW, Austin, Texas (March 2024)
- Invited speaker, Web Summit, Lisbon, Portugal (November 2023)
- Invited speaker, Reuters Logistics Technology USA (November 2023)
- Invited speaker, OPEN Houston (September 2023)
- Invited speaker and Future of Commerce track moderator, eTail West (March 2022)
- Invited speaker, NASA Commercialization Training Camp, NASA Johnson Space Center (February 2021)
- Invited speaker, SpaceCom (November 2019)
- "Why Sidewalk Labs' Toronto Plan Is Flawed," *Forbes.com* (September 2019)
- Invited speaker, Houston Community College Small Business Summit (June 2019)
- *StateOf*, a special magazine on the future of American infrastructure published in partnership with the American Society of Civil Engineers (March 2018)
- "Digital Marketing in the Cloud Era: What's Working So Far," Cloud Business Summit NYC (November 2015)
- "Gen Y is creating tomorrow's jobs," *Chief Learning Officer Magazine* (June 28, 2013)
- "How creative ethnographic research can help startups grow," *Quirks Marketing Research Review* (February 2013)
- "Consumer Values at a Value: Collecting Audience Data Affordably," Corporate Researchers Conference (September 2012)
- "Data Driven Decisions: How to Overcome Analysis Paralysis," Marketing Research Association (February 2012)