

ZINK CENTER FOR COMPETITIVE INNOVATION

The Zink Center Leadership Seminar Series

Understanding Venture Capital as a Fuel for Innovation



Justin Wilson

Justin Wilson is a Native of Wright City, Oklahoma, and a relentless believer in the power and potential of the people in America's Heartland. He currently serves as President and Managing Director at Plains Ventures, an OKC & Tulsa based Venture Capital fund management firm with over \$120m in assets under management.

With a background in private equity, healthcare, politics, and non-profit leadership, Justin brings a broad base of perspectives to bear in his approach to leadership and asset management. At Plains, he employs a fundamentals-focused investment philosophy balancing quantitative rigor with a behavioral-rooted qualitative framework designed to produce a deep understanding of a company's core value creation mechanism. This enables the firm to tailor their value-add approach to the specific needs of the company, and best positions LP's for superior risk-adjusted returns.

Justin holds a Bachelor of Science in Physiology from Oklahoma State University and an MBA from the Yale School of Management. He is a proud Tribal Member of the Choctaw Nation of Oklahoma and lives in Edmond with his wife, Brooklyn, and their two young sons. He serves on the Board for several Plains portfolio companies, as well as the Sovereign Equity Fund, for which he is currently President and Chairman. He is passionate about mentorship and expanding opportunity to rural and Tribal youth and frequently volunteers his time toward those efforts. He is an avid lover of crawfish, live music, every OSU athletic squad, and the Wright City Lumberjax.

Tuesday, October 10 2023

Engineering South - Room 140

Seminar 5:30 - 7:15 PM



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**ENGINEERING, ARCHITECTURE
AND TECHNOLOGY**