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On the Cover: Trailblazing entrepreneur, author, and artist, Gay Gaddis gets down to business as the Q1 cover story of Texas CEO Magazine

March 2, 2022 [AUSTIN, TEXAS] — Now available to subscribers, *Texas CEO Magazine* released its Q1 issue featuring Gay Gaddis, a trailblazing entrepreneur, author, and artist, on the cover. Gaddis founded [T3](#), an award-winning innovative advertising agency, and grew it into the largest independent female-owned agency in the U.S., until its acquisition in 2019 by a leading private equity firm. In 2018, Gaddis' entrepreneurial story was published by the Hachette Group in her book, [Cowgirl Power: How to Kick Ass in Business and Life](#). A professional speaker on women's issues, company culture, and entrepreneurship, Gaddis educates the next generation of leaders through custom leadership training and *Women Who Mean Business*, a new successful development program that Gaddis founded and co-teaches at McCombs School of Business at the University of Texas. As an artist, Gaddis' bold and vibrant paintings have been shown in several prestigious galleries around the country, including New York City and Santa Fe, and *Texas Monthly* magazine named Gaddis as one of the "Top Ten Artists to Collect Now."

Gaddis' cover story in *Texas CEO Magazine*, "A Texas Trailblazer," anchors an issue that includes an overview of Austin's startup funding scene, an in-depth analysis of career paths taken to the CEO role, and interviews with notable Texas leaders like Jaimee Eddington, regional leader of Heidrick & Struggles' Americas region, and Brooke Waupsh, founder and CEO of Swoovy.

"It was a distinct privilege to spend an afternoon at Gay's historic Double Heart Ranch, home to her private art studio and gallery she calls Fossil Ridge," said *Texas CEO Magazine*'s publisher and CEO, Donna Bragg, who wrote the cover story. "She generously shared her entrepreneurial journey, holding nothing back, and let me pick her brain on everything from the advertising industry to the art market to what it means to be 'kickass.' The result is one of my favorite stories we've done since I came on as publisher last year. I know our readers will be inspired by Gay's grit and perseverance and enriched by her advice. We can't wait to share it with them."

In the article, Bragg covers Gaddis' childhood in small town Liberty, Texas, her ascent in a male-dominated advertising industry—"like *Mad Men* in bell bottoms," as Gaddis describes it—her daring move to start T3 by cashing in a \$16,000 IRA, and her incredible career since then. That includes the astounding success of her innovative ad agency and Gaddis' recent renaissance as a visual artist.

Gaddis shared her excitement by saying, "Hard work, knowing my personal power and working with an extremely talented and dedicated team is a big part of my success." Gaddis continued by saying, "After reinventing myself many times over, it is a great honor to be on the cover of *Texas CEO Magazine* with the hopes of inspiring other businessmen and -women to take big leaps in their lives and careers."

Since its relaunch in 2020 under the ownership of Joel Trammell, a veteran entrepreneur and CEO of both public and private companies, *Texas CEO Magazine* has highlighted the work,

lives, and insights of Texas CEOs while sharing analysis and data that helps CEOs excel in their roles.

About Gay Gaddis

Gaddis founded [T3 \(The Think Tank\)](#), an innovative digital advertising agency that grew into the largest independent female-owned agency in the U.S. under her leadership of 30+ years, with offices in Austin, New York, Atlanta and San Francisco. In 2019, she sold T3 to a leading private equity firm.

Gaddis' always-on energy empowers the next generation of business leaders, an active speaker on women's leadership, company culture and entrepreneurship. Her best-selling book, [Cowgirl Power: How to Kick Ass in Business and Life](#) shares insights and examples for women to develop personal power and lead like fearless cowgirls.

Enriching the world at large, Gaddis is the former first female Chairman of the Texas Business Leadership Council, former Chairman of The Committee of 200 (C200) and on the board of the Texas Cultural Trust. She's also an immediate past board member for Monotype Imaging Holdings, Inc.

Gaddis is deeply involved with The University of Texas. She is on the board of University's alumni organization Texas Exes, is part of the McCombs Advisory Council, and an advisor for both the College of Fine Arts and the Moody College of Communication. She is also the founder of a new women's development program, [Women Who Mean Business](#) at the McCombs School of Business. Launched this fall 2021, the *Women Who Mean Business* provides real-world tools for rising star businesswomen led by Gaddis and 2012 Hall of Fame inductee Lynn Utter.

An active spokesperson, artist and writer, Gaddis is a contributor to *Forbes* and part of Fortune's Powerful Women Insider Network. Over her career, Gaddis has received numerous awards and honors including the University of Texas McCombs School of Business 2020 Hall of Fame, the Liz Carpenter Lifetime Achievement Award, Fast Company's Top 25 Women Business Builders, *Inc. Magazine's* Top 10 Entrepreneurs of the Year and C200's Luminary Award for Entrepreneurial Excellence, and was recognized by *Texas Monthly* as one of ["10 Artists to Collect Now."](#)

About Texas CEO Magazine

Texas CEO Magazine's mission is to help CEOs across Texas grow their businesses and master the chief executive role—whether their organization is public or private, for-profit or nonprofit, large or small.

As the CEO's trusted source on their role and the state of business in Texas, the magazine strives to become a part of our readers' personal CEO journeys. Join the *Texas CEO Magazine* community by subscribing to print editions, visiting www.texasceomagazine.com, or attending one of our events.

Assets:

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