



William Cervin  
Founder and Chief Executive Officer  
Tantrum Street

In the 1990's at age 17, when small businesses were just learning how the internet would be important for them, William founded bluegoose.net, a computer consulting company. He built web sites, installed networks, custom-built and configured servers, and aided in technology decisions for law firms, doctors offices, retailers, restaurants, and major industrial facilities. During this time, he and Christopher Lyle built Highland Park High School's first public web site. In the early 2000's, he also served as Chief Information Officer for Sabine Power LLC, which was to build one of the world's largest petroleum coke gasification and electricity co-generation facilities.

Since then, William has led international teams in both peace and war—literally and figuratively. He has served in various political and civilian capacities inside The White House, as a Presidential Appointee to the U.S. Air Force and Secretary of Defense at the Pentagon, the U.S. Intelligence Community, BAE Systems, the U.S. Embassy in Kabul, and was assigned to several joint State / Defense Department task forces. He also worked for Silicon Valley Bank's Cleantech Practice and Government Relations team in Palo Alto, California. Additionally, he helped gain sponsors, organize, and co-launch an annual international cleantech angel investment forum in Barcelona, Spain.

He enjoys triathlons, reading about history, psychology, and theology, slowly restoring his 1980 Jeep CJ-7, and traveling with his wife to keep his countries-visited-to-age ratio above 1.3. He and his wife, Kristyn, have a pit bull-mix rescue named Gracie, whose joy is to welcome everyone at the office with lots of hugs.

William holds an MBA from ESADE Business School in Barcelona, Spain, and a Bachelor of Science degree from Texas A&M University's Dwight Look College of Engineering. He is an Eagle Scout, an NCAA Division I scholarship baseball player, was AP Scholar and catcher for Highland Park's 1998 Texas High School Baseball 4A State Champion team, a founding member of Park Cities Presbyterian Church in Dallas, a 100-Point Man at Camp Rockmont in Black Mountain, North Carolina, and has held the highest-level security clearance from the U.S. Government. He also serves on the Board of Good Returns Network, whose mission is to solve the world's greatest problems by aligning existing market forces in ways that drive capital into sustainable social ventures. Most importantly, there is no amount of gratitude he could express to the people near and far who have loved and molded him along the way.

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