

Bobby B. Lyle

Founder and Chairman
Lyco Holdings Incorporated

Entrepreneur, engineer, educator, business executive, philanthropist, and community leader are all words that have been used to describe Bobby Lyle. He arrived in Dallas in 1963 and began his professional career as a structural test engineer. Upon completion of his Master of Science degree in Engineering at SMU in 1967, he joined the faculty of what is now the Cox School of Business. There he served as dean *ad interim* and, subsequently, executive dean before leaving to complete his Doctor of Education degree at UMass-Amherst. He returned to Dallas in 1976 to enter the oil and gas industry. What followed was a multifaceted career that included pioneering initiatives in energy ranging from deep gas exploration in Oklahoma and the Gulf of Mexico, to heavy oil recovery using proprietary state-of-the-art technology in California, to drilling and fracture stimulating the first horizontal Bakken well in Montana that set off the development of one of the largest oil fields in North America. He has served in leadership roles in both the for-profit and non-profit sectors of our community. While starting and leading businesses in industries including energy, real estate, technology and telemarketing, he never lost his passion for education or his desire to give back to the community that had given him such great opportunities.

A member of the SMU Board of Trustees for more than 30 years, he has chaired numerous university standing committees and boards. His involvement in the Dallas non-profit community is wide and deep as well, including leadership roles as chair or vice-chair of SMU's Maguire Energy Institute, SMU's Maguire Center for Ethics and Public Responsibility, The Salvation Army National and DFW Advisory Boards, Circle Ten Council Boy Scouts of America Executive Board, Trinity Trust Foundation, Texas Trees Foundation, Communities Foundation of Texas, W.W. Caruth, Jr. Foundation, and the Texas Business Hall of Fame Foundation.