



**Brad Dunn**  
Partner  
Pin Oak Investment Advisors

Brad received his BS in Petroleum Engineering and his MBA from the University of Texas at Austin. He has won the Texas Entrepreneurial Challenge and is an active member of the AAPG, IPAA, and Society of Petroleum Engineers. His hobbies include Tennis, Golf, Volleyball and Skiing.

professional

**What are top 3 principles for success in your industry?**

I would describe my industry as being the corporate finance risk management type area. I've spent a considerable amount of time, investing private equity and private debt. And then another considerable amount of time in the fuller markets in the risk management area. I would say that the characteristics are relatively similar for success. I'm trying to discover all of them, right now, myself. But I would say that a real understanding of risk and reward, being able to analyze risk is very important. And then beyond that is a function of hard work and intelligence. Beyond that is the ability to build relationships with people and build credibility with people, both inside the organization and outside the organization. What I have observed at my company at Enron, is that the folks who can do that are really successful, especially if they're customers and that you repeat business. They're successful internally and they get things done in a hurry and at a large company it's hard to get things done in a hurry. The next attribute I would say is just being a hard worker and being reliable. Someone who works hard and is reliable. You possess those three attributes, I don't see what's going to get in your way.

**What character qualities do you look for when hiring?**

First of all we look for people that are smart. Second of all we look for people that want to be there and they're going to do well in a team environment. A team environment is characterized by a lot of ambiguity. So they have to be self-motivated, they have to be self-starters and they just have to get along with people. A lot of different people. They have to live the values, and those values enable them to deal more effectively with people, both inside and outside the organization. If they can do that and if they're smart, they'll be able to close deals. They'll be commercially successful for us and that's really what we're looking for.

personal

**How do you define success? How has your definition evolved?**

I define success as really accomplishing your goals. And then I would take a step beyond that to say that the goals needs to be the right goals. They need to be more than just business goals, more than just personal goals. You need to have accomplished in your time here on earth something that is significant, I would say, for eternity. And otherwise, I don't see a lot of value in your being here for this period of time on earth, amongst all these other people.

**What does balance mean to you? How important is balance to success?**

Balance is making sure that you prioritize the various areas of your life. That you can be compartmentalized, such that you spend an adequate amount of time ... enough time to where you can meet your goals in each of those areas ... and be successful in each of those areas. I would define those areas in my life as my spiritual life, first and foremost, my family and then my business and then managing our home. So I think those are the four. I'd also say the physical too, exercising, sleeping and eating, just to maintain.



**How do you deal with stress? How did you used to deal with stress?**

Stress, for me, is a function of not prioritizing things correctly. It's prioritization and it's perspective. If I can just try to step back and get the right perspective and then prioritize things according to that perspective that helps me deal with stress. That's from, if you will, a mental or an emotional standpoint. From a more physical standpoint, I have to exercise and pray. Those are the two things that relieve stress for me. I think the prayer side of that is, again, putting things in perspective.

s p i r i t u a l

**How has God changed your life? How has your choice of faith in God changed your life?**

I came to know God about 20 some odd years ago at the end of high school. I look back and I would say really what is different in my life is that I now have a sense of purpose. I have a hope. I have a sense of direction. There's meaning to the whole thing. It all makes sense. And because of that, that's given me a greater peace, a greater calmness. It's made life just a lot more enjoyable.

**Can you follow Christ and still have a successful career, family and such?**

Absolutely. I would argue that the more you follow Christ, the more successful your career would be. The reason I say that is because you reap what you sow. And if you embrace and live the Christian principles, follow Christ on a daily basis, in a sincere manner, I think that you will build relationships faster. You will build relationships that are more meaningful. I think those will be more profitable, more lucrative relationships in the business place. You'll be able to get a whole team working in your direction. I think embedded in that question is the thought that if you don't follow the Christian beliefs, you may be able to sell faster, maybe deceiving people or maybe doing things that aren't necessarily on the up and up for short-term gain, but I think that's exactly what it is. It's just short-term gain. Sooner or later, it all comes out in the wash. I think that the guys who I've seen in business who have embraced these principles have really done a lot better over the long haul. So I think absolutely, you can follow Christ and have a successful career.