

PRESS RELEASE

New Launch Tennessee Board Chair Bruce C. Doeg Touts Volunteer State Innovation

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As the new chair of the Board of Launch Tennessee – the celebrated hub for startups, innovation, and high-growth entrepreneurship across the state – Baker Donelson's Bruce C. Doeg sees unique and high-impact value in the nonprofit's work.

Notably, LaunchTN answered Gov. Bill Lee's February 2025 call to make the Volunteer State "the nation's capital of innovation" by

- leaning into its well-established statewide connectivity;
- creating more than 4,500 touchpoints with startups across the state;
- and supporting founders who leveraged \$41.9 million of federal funding through the federal Small Business Innovation Research program.

Additionally, LaunchTN's equity fund InvestTN – part of the U.S. Treasury's State Small Business Credit Initiative (SSBCI) program – is actively investing \$70 million to fund startups across Tennessee, having already made 53 investments to date, empowering these new companies to scale and make impacts quickly and efficiently.

"It has been remarkable to watch Tennessee's high-growth technology ecosystem flourish over the past two decades" Mr. Doeg said. "LaunchTN has played a pivotal role in that progress, and my involvement with the organization is one of the things I'm most proud of in my career. LaunchTN has a strong team, impactful programs, and real momentum, and I look forward to helping guide the next chapter of innovation in our state."

Mr. Doeg has served on the [LaunchTN board](#) in some capacity for nearly 18 years, including holding leadership roles on its Governance, Executive, and Audit Committees – an invaluable long-standing commitment praised by organization leadership.

"Bruce has long held a passion for Launch Tennessee's mission," LaunchTN CEO Lindsey Cox said. "We're grateful to have such a steady, important resource leading our board."

As co-chair of Baker Donelson's Privacy and Technology Center of Excellence and leader of the Firm's Digital Health Initiative, Mr. Doeg serves as outside counsel to emerging and established companies across the technology, digital health, life sciences, and advanced manufacturing sectors.

Mr. Doeg is a shareholder in Baker Donelson's Nashville office and has more than 35 years of corporate, technology, and transactional experience, including extensive work in mergers and acquisitions, venture finance, strategic alliances, and governance. He currently serves on Baker Donelson's board of directors and has held multiple leadership positions within the Firm, including chief strategic officer, chair of the Business Department, and managing shareholder of the Nashville office.