Tech Hall of Fame established

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David Horowitz September 23, 2025



Local tech entrepreneurs Shawn Rubel, Jeremy Jacobs and Buddy Steen speak to an audience while fielding questions from Sam Ford (left) at the inaugural Regional Technology Council conference at the Western Kentucky University Innovation Campus on Wednesday, Sept. 17. The three were afterward inducted into the new RTC Hall of Fame.

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A council aiming to enhance the area's tech ecosystem recognized three local entrepreneurs Wednesday as the first inductees of a new Regional Technology Hall of Fame.

The Regional Technology Council announced the hall of fame at the Western Kentucky University Innovation Campus on Wednesday, inducting local entrepreneurs Buddy Steen, Jeremy Jacobs and Shawn Rubel. It comes about a year after the creation of the RTC, which

states that it was established through a partnership between the Bowling Green Area Chamber of Commerce and the nonprofit CREATE to develop an ecosystem and community for the region's tech professionals.

"Part of what we want to do with the tech council is tell the story of tech in this region …," RTC President and CEO Rob Wilson said before recognizing the three inductees.

"They've paid their dues, but it's a different level of sacrifice than I think a lot of us are willing to do."

After five years of "complete failures," Rubel said, he had turned his focus on one platform that he had given little effort — the creative platform Eezy, for content and design solutions.

He had previously moved to Bowling Green from Ontario, Canada after visiting friends at WKU and finding work as a graphic designer at a WKU Innovation Campus-based company.

"I kind of fell in love with the town: I fell in love with the people, and knew that I was probably gonna put down some roots here," said Rubel, who met his wife and has raised kids here.

He focused on Eezy and grew the team to 56, most in the U.S., several in Canada and a couple in Europe, he said.

They're doing $17 million this year and growing 20% year over year, he said.

"It was a great honor to receive this award," Rubel said. "I really appreciate everything they've done for us and for our company over the years … "

Jacobs, a serial entrepreneur and the founder of the widely used startup UnDesked, said he gets so busy focusing on what's through the windshield as he builds out products that he rarely gets to see the rearview mirror.

"It's kind of nice, to be honest, to take a moment and have other people reflect on some of the accomplishments that you've had and some of the work you've done, and know that it's being noticed and it's being appreciated in the community," he said.

His Innovation campus-based company provides a digital one-stop shop of productivity tools to support operations, human resources, maintenance, production and environmental health and safety.

It's designed for deskless employees: those who work in industries such as manufacturing, construction, utilities, oil and gas, mining, retail, and hospitality.

It serves around half a million clients, he said — and recently acquired a $3 million investment in seed funding.

Following UnDesked, Jacobs said, he'll likely run a venture capital firm out of the Innovation Campus to help mentor and provide capital for new entrepreneurs.

"There's just a tremendous need for money now in this area now that the ideas have come, the tech people have arrived, we're starting to build their businesses," he said.

Capital and mentorship are needed, he added — and he hopes to provide a missing component in the region's tech ecosystem.

Steen, the founder of Cybersensor and head of CREATE and the WKU Innovation Campus, had taken on the responsibility of turning the former closed mall into the current campus in 2003.

Prior to, he was overseeing a company he had co-founded with a running rate of $650,000 a month, but had then retired to be able to spend more time with his family and work in Bowling Green.

He had his work cut out for him. For the floor alone, cleaning it once cost $80,000, and there were multiple rounds needed.

"I wanted companies like (Eezy)," Steen said. "I wanted to have a place where Shawn would like to work, and that was it."









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