

*Note: C12 is about community and we want to introduce you to the larger community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Dick Kendrick*

**C12** NORTH TEXAS COMMUNITY  
MEET THE MEMBER – BRYAN ENGRAM  
C12 GROUP OF ADDISON



## **Meet Bryan Engram**

Bryan and his wife Toni have been married for 18 years in May. They have two daughters named Kate (11) and Grace (7) and they live in the Canyon Creek area in Richardson. Toni is a dentist and is in the process of opening her new office. Bryan and his wife Toni met when she was in his mom's one-act play (his mom was a high school theater teacher). Bryan went to see the play, the two were introduced, and the rest is history. Bryan is co-Founder, CEO and Chief Creative Officer for Brazen Animation.

<http://www.brazenanimation.com/>



## **Where did you grow up?**

I grew up in the small town of Hillsboro, Texas. There my brother and I were raised by a single mother. My dad left when I was two years old. Unfortunately, as a result, we were very poor and grew up in government-assisted apartments. My mom is very intelligent and has both a bachelor's degree in Theater and a masters in Classical Literature. My mom exposed me to another world through books and art in the midst of the poverty surrounding us. She had me acting in plays at a young age. I have always liked to draw, and I also played a bit of football. Those all don't really seem to go together, but would eventually converge in the future with my career. College was a bit of a confusing time for me, as I wasn't sure what I should be doing. After high school I attended seven different colleges over the course of seven years before finally earning my degree in Art with an emphasis in Film from UT Arlington.

## **What do you like to do as a family?**

My oldest daughter (Kate) has really gotten into golf



and takes lessons twice a week, so we like to go to Top Golf together often. When my oldest daughter was little she instituted 'cuddle time.' So every night, around 9:00, the girls go and put their pajamas on and that is the signal that we should all move to our bedroom and get under the covers and we read, talk about the Bible, and share about our day. It's a very special 'thing' for our family that we do every night. We had a blessed time in Broken Bow over Christmas and my mom and my uncle (my namesake), were able to come with us. It was great and they loved it. It was truly a special time together as a family. Before school started just the four of us went to the Cayman Islands. We typically try to do at least 2-3 trips a year if we can: one to the beach and one to the mountains.

### **How did you get your start?**

A year after college graduation, and while prayerfully considering taking a job as the manager at Smoothie King, I got an email from an animation studio in Dallas called Reel FX for an opportunity for a three-month unpaid internship making animated commercials. My wife and I only had enough money in the bank to last a month. I would go into work everyday doing anything I could to prove myself - changing light bulbs, building desks, and working on any project I possibly could. Sometimes sleeping there to get a project done. A Hot Wheels commercial for Hasbro was one of my first projects to work on. Exactly a month into the internship, and now running out of money, the owner called me into his office to talk to me. He told me "you aren't very good yet, but you will be one day". ☺ I was hired as a junior artist / animator making slightly more than I would have made as a Smoothie King manager. That company grew from 15 people to over 500 while I was there. First doing commercials to eventually doing our own feature films. I went from an unpaid intern to reporting to the Co-CEO and running half the studio as Director of Studio Animation. God absolutely had his hand in that entire experience.

### **How was Brazen Animation born?**

After working at Reel FX for those nine years and learning all aspects of running the company, the culture of the company began to change. They began taking on work that I did not feel comfortable with and the broader entertainment landscape began to change. So, I chose to leave Reel FX, partner with Ryan Iltis, and start an animation studio that could be **a good influence on culture and kids**. We partnered in 2013 and launched Brazen in 2014. We are currently building a new office in Richardson and have 35 staff employees with another 40 freelance contractors. Ryan and I are 50/50 partners- I am CEO and Chief Creative Officer. My job is overall vision and direction of the studio. It's more of a 'big picture' and vision-casting role. Ryan is President and Chief Business Development. He is definitely an operator and a grinder and he knows how to get stuff done. He is great. We work extremely well together because we complement one another so well.

### **Who are your primary customers?**

In the last year or so we have pivoted our service work from TV and film more into video games. We have worked on the last three seasons of Fortnite, currently the biggest game in the world. Another big client is Riot Games who made League of Legends,

which invented Esports. We've also worked with Nintendo, Activision, Warner Bros, Dreamworks, etc. We have tried to position ourselves where we can do service work for these large companies in order to pull profitability out of those service jobs in order to reinvest and develop our own content. The reason we exist is to ultimately tell our own stories in the form of video games, TV shows, and films.

### **What is your mission, vision and core values?**

*“To tell stories with meaning and purpose utilizing bold visuals. To be the most culturally influential brand in the world.”* I believe that culture is downstream from entertainment and I believe that if we can influence entertainment then we can influence culture. At its core it's really redemptive storytelling. Our core values are integral to our company: *autonomy, innovation, boldness, collaboration, accountability, passion, class and grit.*

### **How did you come to C12?**

Shortly after we started the studio, RightNow Media approached us and did a video about Brazen, our mission, our vision and what we were trying to do. Watermark Church hosted a Work as Worship conference that RightNow had put on and they ended up playing our video. I was approached at that conference by both Tom O'Dwyer and Joe Galindo. Unfortunately, at the time we were too small, and I wasn't quite ready. About two years later I met Nathan Sheets who introduced me to Joe officially. I am absolutely grateful he did.

### **What do you value most about your group?**

Two things. First, Joe is amazing, exceptional. Joe has such a pastor-shepherd's heart and the guy just pours into you. He calls me, he texts me, he drops by just to check in. The thing about him that I love is even if he doesn't have a business solution, he has a Biblical solution. He can always point to a verse or a story and it helps ground the entire discussion spiritually around what I need to do. Second, I really value the members in the group. They are very supportive, very challenging (but in a good way), we share experiences, and there is a lot of cross-pollination between the groups. I have been introduced to other members and I get to hear their stories and share my own. The sharing between groups has been one of the best things- I love my group specifically- but also meeting the other members of C12 has enriched my life.

### **What do you offer other C12 members?**

The role I typically play is that I ask A LOT of questions, sometimes too many. LOL. The way that my brain works is to push ideas that could potentially help that business scale. I ask a lot of 'what if you tried .... or what if you made...' kinds of questions. If possible, I try to have out-of-the-box ideas. Also, Joe typically likes for me to talk about the culture of Brazen because we have done a lot around our core values. We use them to hire people, for reviews, for discipleship, and for correction. On another note, because I have done a lot of commercial work, I think I could offer branding suggestions. As you can imagine, that is what we do for a lot of our clients- helping them to communicate and further their brand.