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## TECHNOLOGY

# The DFW CEO that gave up a quest toward professional golf for business

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Tammy Carter never made it to the LPGA, but it doesn't mean her pursuit of golf was all for naught.

As it turned out, the thing that drove Carter on the golf course showed up when she transitioned to business.

"That golf thing kind of drives my entrepreneurial spirit," Carter said.

About 15 years since her pursuit of the tour, Carter helms a growing Irving tech company called File & ServeXpress, which is swinging at a for-now lightly penetrated e-filing and e-service industry.

After studying the management of information technology systems during college, Carter had been working at the Texas Comptroller's office for about a decade when she decided to pursue golf full-time.

She bounced around a couple of lower level tours, including the Symetra Tour—the official qualifying tour of the LPGA. There, she earned about \$2,000 over 15 events, according to the tour's career money list.

But the experience quickly became taxing, and when a technology company in Austin made her an offer to be a vice president, she went for it. It was a couple years later, in 2002, when she found the path toward which she wanted to devote her career. The state of Texas was preparing to implement an electronic filing system, and Carter had a chance to get in on the ground floor.

"When I heard the concept, I thought it was going to be like email and just take off



Tammy Carter, CEO of File & ServeXpress

like wildfire," she said.

That wasn't the case. Carter's next decade was spent driving around the state, trying to get counties and law firms to adopt the technology she'd built.

"I really wasn't selling," she said. "I was just trying to educate the community on how this benefits them, how this was going to be so much easier."

Carter founded CaseFileXpress in 2002. The company merged with former LexisNexis company File & Serve in 2012, forming File & ServeXpress. Carter was named CEO as a part of a recent reshuffling of leadership associated with a sale to Dallas-based private equity group

Strait Lane Capital.

The Texas Supreme Court ruled in 2013 that all courts had to go to an e-filing system, setting the deadlines for the change in several shifts that started with the largest 10 counties in Texas. Last July, the last of the courts came into compliance.

But the merger with LexisNexis' system means File & ServeXpress has a presence across the country. The company operates in two arenas. The e-filing side of the business is built for the court system, and of a roughly \$335 million industry, Carter estimates the market is 30- to 40-percent penetrated. Growth there will emerge as more and more states and counties mandate e-filing.

But in Carter's eyes, the greater opportunity could lie with the e-service side, wherein the company helps accommodate the firm-to-firm exchange of documents. Those communications are generally done via email, fax, and certified mail, but as the potential for cyber risks within the community grows, Carter expects more and more law firms to pursue a more secure way to exchange sensitive documents.

"I think that's a \$375 million market opportunity that's 5-percent penetrated," Carter said.

It's that kind of opportunity that has Carter – the only female CEO in the industry – enthused about her role in her company's future, even if her knew life doesn't leave much time for the links.

"We're in the Las Colinas area, so I'm surrounded by three or four golf courses," Carter said. "At least I get to look at them as I drive home."