

PRESS & SPEAKER KIT

BOSSMAN DARYL

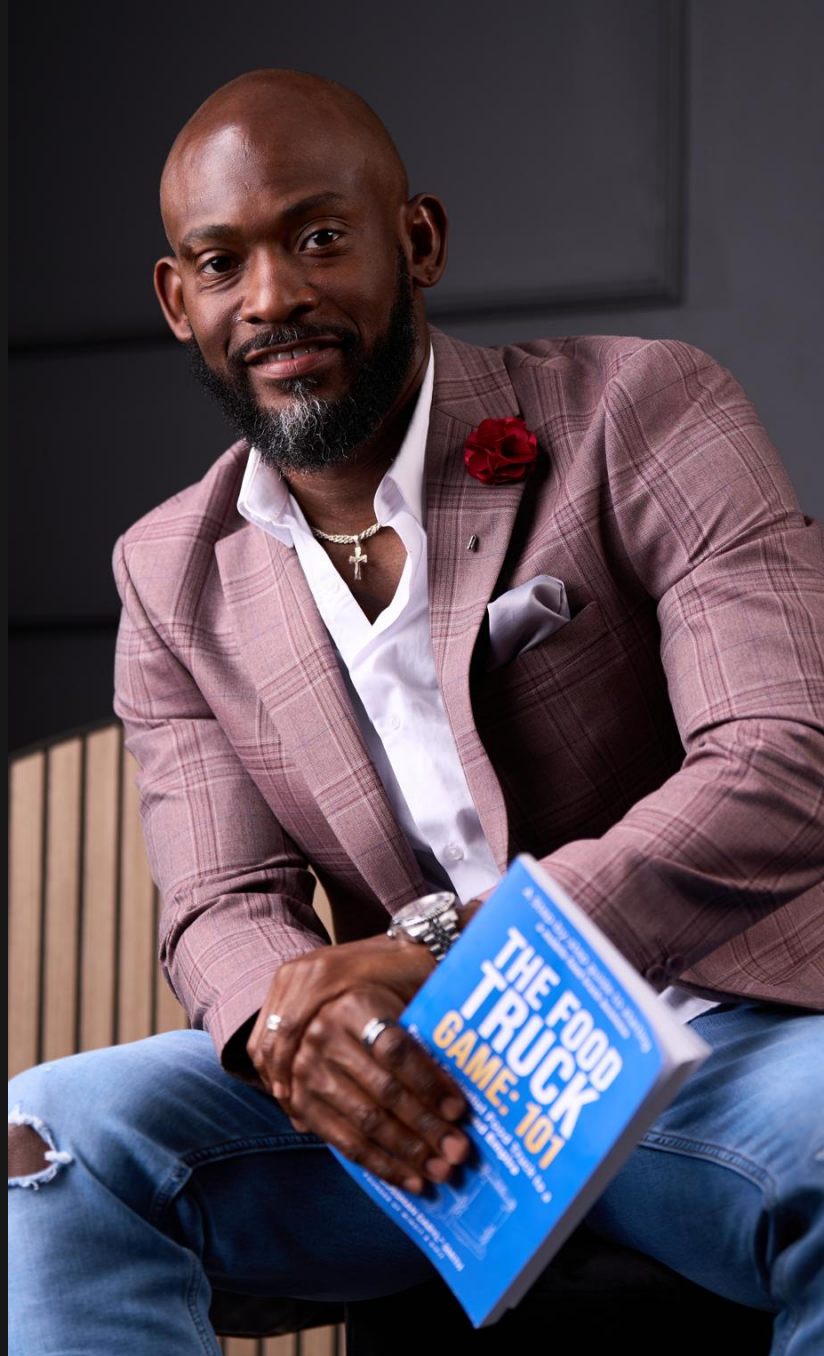
The Foodtruck Millionaire

ENTREPRENEUR

KEYNOTE SPEAKER

AUTHOR · VETERAN

SAN ANTONIO, TEXAS



Ignite your inner boss.

From a Craigslist food truck to restaurant brands, franchising, and stadium operations.

Daryl Smith brings practical business experience and high-energy storytelling to audiences ready to build, lead, and take ownership of what comes next.

MEDIA & BOOKING

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MEET THE FOUNDER

Built through experience.

Short bio

Daryl “Bossman Daryl” Smith is a San Antonio entrepreneur, keynote speaker, author, and U.S. Air Force Reserve veteran. Co-founder of WingIT and SipIT, he shares practical lessons from food trucks, restaurant operations, and franchising. His work helps audiences build an entrepreneurial mindset, lead through setbacks, and move from hustle toward ownership.

Full bio

Daryl “Bossman Daryl” Smith is an entrepreneur, keynote speaker, author, and U.S. Air Force Reserve veteran based in San Antonio, Texas. Known as “The Foodtruck Millionaire,” he brings an operator’s perspective to conversations about entrepreneurship, leadership, resilience, and ownership.

A graduate of Texas Southern University with a B.B.A. in Business Marketing, Daryl co-founded WingIT in 2014 and later co-founded SipIT Daiquiris-To-Go during the pandemic. His experience spans mobile food businesses, storefronts, franchise development, and stadium operations, including the Alamodome. He serves as CEO of Wingit210 LLC and COO of SipIT Management LLC, working alongside longtime business partner Bernardo Baxter.

Daryl is the author of The Food Truck Game 101 and a Leadership San Antonio Class 49 graduate. His speaking connects real business experience with practical lessons on decision-making, team leadership, and building systems that support growth.

A husband and father of three, Daryl grounds his work in faith, family, community, and legacy. His message encourages aspiring entrepreneurs and established leaders to start where they are, take ownership of their next move, and turn hard-earned lessons into action.

AT A GLANCE

CEO, Wingit210 LLC • COO, SipIT Management LLC
Texas Southern University • Leadership San Antonio, Class 49
U.S. Air Force Reserve veteran • Based in San Antonio

SIGNATURE KEYNOTES

Real lessons. Useful action.



Built for the Bounce Back

A practical conversation about resilience, rebuilding momentum, and making the next move after a setback.

Takeaways: reframe obstacles, build daily discipline, and turn lessons into action.

From Hustle to Ownership

A founder's perspective on moving beyond doing everything yourself to leading people and building repeatable systems.

Takeaways: think like an owner, strengthen team communication, and create systems for growth.

Entrepreneurial Mindset

How to recognize opportunity, approach risk with a plan, and turn a business idea into disciplined execution.

Takeaways: evaluate opportunities, connect ideas to customer needs, and act with intention.

"Daryl delivered an engaging and impactful presentation to more than 250 students in grades 6-12"

Harold Huff III, Teacher, Young Men's Leadership Academy

MEDIA RESOURCES

A story worth sharing.

MEDIA APPEARANCES: KENS 5 • SA LIVE (KSAT 12)



THE FOOD TRUCK GAME 101

A practical guide to starting a mobile food truck business, shaped by Daryl's experience building from a Craigslist truck into restaurant and beverage brands.

Interview focus: what aspiring owners should consider before launching, how branding supports growth, and the lessons behind building a food business.

Interview & story angles

- From a college business idea to co-founding WingIT in 2014.
- Building SipIT during the pandemic and learning to adapt.
- What food trucks teach founders about customers, costs, and execution.
- Ownership, veteran leadership, family, and building a lasting legacy.

Ready-to-read host introduction

Our speaker brings experience from the food truck, the restaurant floor, and the boardroom. Daryl “Bossman Daryl” Smith is the co-founder of WingIT and SipIT, author of *The Food Truck Game 101*, and a U.S. Air Force Reserve veteran. A Texas Southern University graduate and Leadership San Antonio Class 49 alumnus, he helps audiences turn setbacks into momentum and hustle into ownership. Please welcome Bossman Daryl!

PRESS, PODCASTS & SPEAKING INQUIRIES

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