

W. Robert Peeler, Jr.

Robert Peeler is a founder of Longbow Partners and serves the firm as Managing Partner. A licensed attorney and respected facilitator, Peeler brings experience and an established network of contacts based on nearly two decades of combined experience in all three branches of Texas government and the private sector. In addition to his day-to-day firm management duties, Peeler is responsible for leading the business development as well as direct advocacy and counseling of Longbow's clients. Peeler has significant experience in appropriations, health care, natural resources, regulated industries, taxation, telecommunications, transportation and utility related matters. In addition, Peeler routinely communicates and advocates on behalf of Longbow's clients within state regulatory agencies and boards on a broad range of policy and procurement matters.

Peeler was a sole practitioner for three years beginning in January of 2007. Peeler was Of Counsel to Kemp Smith, LLP from December 2008 until the 2010 founding of Longbow Partners when he transferred to his current Of Counsel affiliation with Cox Smith Matthews Incorporated.

Prior to departing the public sector at the beginning of 2007 to launch his own practice, he served as Chief of Staff and General Counsel for Houston-Galveston area State Senator. Peeler held the Chief of Staff title for more than six years (three legislative sessions) after being promoted into that role following the 1999 regular session. While concurrently attending law school and working in the Texas Senate, Peeler also interned for at the Court of Criminal Appeals followed by a clerkship in the General Counsel's Office of Texas Secretary of State.

Before moving over to work in the Texas Senate in January of 1999, Peeler held a staff position with a north Texas State Representative for over two years. Prior to his time as a house staffer, Peeler worked as an intern in various divisions within the Office of Governor during his final undergraduate semester of college.

A Dallas native and dual graduate of the University of Texas at Austin, Peeler holds a Bachelor of Arts in English earned while fulfilling a four-year football scholarship, as well as a Juris Doctorate received in 2004 from the University of Texas School of Law. He is married, has three children and resides in Austin.



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Practice Areas

Strategic Consulting, Legislative and Regulatory Advocacy

Bars and Courts

Texas, 2006

Education

University of Texas at Austin,
B.A., 1996

University of Texas School of
Law, J.D., 2004