



Biography for Bennie Warren Fowler, III

Bennie Warren Fowler, III, the founder and president of Infinite Potential LTD, is an eight-year veteran of the National Football League. He began his career as an undrafted free agent signed by the Denver Broncos in 2014. Bennie was a member of the 2016 Denver Broncos Super Bowl 50 Championship Team and may best be remembered for having hauled in the final pass of Hall of Famer Peyton Manning. Bennie was most recently a member of the San Francisco 49ers organization.

Bennie is a fervent advocate of the neuroscience technique of brain-mapping, which, as a professional athlete, assisted him in localizing the immediate recall skills associated with multifaceted play structure in an intense and fast-paced aggressive environment. He has successfully transferred his acumen and experience in improving his longevity in the NFL into the development of transformational habits that will generate durability for long-term success in any industry.

Infinite Potential LTD offers one-on-one coaching, as well as corporate team intentional performance development. Since 2019, Bennie has worked with over 150 small business owners and CEOs to assist in their discovery and use of specific skills, habits and approaches key to success for high achievement and the elevation of performance consistently over time. Some of the same methodologies instituted by the most successful coaches in the NFL, as well as many of the most successful athletes in the game, are uniquely crafted for clients to optimize peak performance for better decision making, building resilience, and navigating challenges. Bennie has twelve plus years of experience working with high performing teams and individuals. He lives and teaches this motto, “The only way to win the footrace is to expect to win the footrace. Little or much will be given you, according to your expectation for little or much.”

Bennie earned a Bachelor of Science in Economics from Michigan State University in 2013. He obtained his professional coaching certification through Co-Active Training Institute and has completed over 400 hours of coaching using his MVP framework (Mindset, Vision & Performance). The framework and tools used, including the Quantum Endeavors coaching model, have a 100% client/company re-engagement rate and a 100% client assessed growth rate.

At Michigan State, Bennie was a member of the 2014 100th Rose Bowl Championship Team, ending a twenty-six year Big Ten and Rose Bowl appearance drought for the Spartans. As such, Bennie has the distinction of having played in and won both the 100th Rose Bowl and 50th Super Bowl.

Bennie attended high school at the acclaimed Detroit Country Day School where he earned additional athletic notoriety as a member of the 2007 Class B Basketball State Championship Team and as a member of that year's State Champions in Track in Field. Bennie also holds an individual State Championship for long jump in 2008.