Robert B. Rowling is the owner and chairman of TRT Holdings, Inc. Among the subsidiary companies which TRT owns are Tana Exploration Company, Gold's Gym International, and Omni Hotels & Resorts.

Rowling currently serves on the board of the Southwestern Medical Foundation, and previously served on the national board of Young Life and The University of Texas System Board of Regents.

Rowling is the recipient of the Distinguished Alumni Award at both the University of Texas and the SMU Law School. He has also been inducted into the Texas Business Hall of Fame