

# ROBERT SMITH

## Jr. Co-Founder

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### SUMMARY

To provide leadership for a Sales and Marketing organization - developing and delivering comprehensive strategies tailored to the company's unique needs that will increase revenue while at the same time increasing the reach of, and loyalty to, the company and its offerings.

### SKILLS

Management, Organizing.

### WORK EXPERIENCE

#### Jr. Co-Founder

ABC Corporation - 1998 – 2002

- Plans and manages the execution of all public relations events.
- Oversees press material development for all existing products and upcoming launches.
- Tracks key metrics to ensure communications accomplish business objectives.
- Assists with development of messaging to move the brand forward.
- Builds and develops relationships with external agencies, serving as executional lead.
- Oversees speaking opportunity development and pitching and award submissions.
- Vets all incoming PR inquiries and requests.

#### Co-Founder

Delta Corporation - 2005 – 2010

- Used knowledge gained in laboratory to start business testing porous orthopedic implant coatings.
- Responsible for product development and implementation.
- Created several techniques and computer programs used by VMT for orthopedic testing.
- Founded Safe Haven Equine Rescue and Retirement, a 501c3 Non Profit Horse rescue and rehabilitation facility.
- We currently house 24 horses under our immediate care and since inception have re-homed 72 horses to forever homes.
- Current duties are member of the Board of directors.
- Presented and retailed sales of orange juice, O\_Fresh.

### SCHOLASTICS

- Associates of Arts in Business Administration - (CLEARY COLLEGE - Ypsilanti, MI)