

Robert Smith

Co-Founder

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SUMMARY

Entrepreneurial project leader from top-tier strategy consulting firm. Experienced in software, digital, and mobile. Demonstrated excellence in strategic thinking, customer insights, and product marketing and management.

SKILLS

Marketing, Consulting, Strategy.

WORK EXPERIENCE

Co-Founder

ABC Corporation - 2010 - 2012

- Developed comprehensive marketing strategy for a seed-funded personal safety iPhone app.
- Conducted customer interviews, created customer personas, empathy maps, and identified and prioritized segments.
- Created relevant marketing messages and created content to address segment-specific needs and behaviors.
- Designed integrated marketing campaign across segments, including e-mail marketing, social marketing, direct mail, PR, print advertising, and event marketing.
- Created all website content, including landing page, demonstration video, and press release; Created design brief.
- Designed product strategy, including wireframes, functional requirements, and user experience.
- Analyzed deals using specific formulas as to not subject company capital to anything too risky given our thresholds.

Co-Founder

Delta Corporation - 2006 - 2009

- of a non-profit organization created for the benefit of disadvantaged, at-risk youth in Sioux Falls and the Twin Cities.
- This program reached over 300 youth with a waiting list of 150 students, made up of students from school districts free and reduced lunch program .
- One hour of free after-school tutoring from volunteers, two days per week One hour of free tennis lessons from volunteer tennis teachers at area .
- Aggregate lease program data for over 80 car models and generate weekly editorials Designed and built leasehackr.com and its database using HTML/CSS/.
- Co-Founder; responsible for leadership, management, strategic direction and partner relationships for UAS industry start-up that has designed and .
- The company has also developed a net recovery system for shipboard landings, a comprehensive training program for UAS operators, and co-developed new .
- EquityLock Solutions, Inc., Denver, CO [] Chief Operating Officer and Chief Financial Officer Co-Founder; raised over \$10 million of capital.

EDUCATION

Master of Business Administration in Marketing, Strategy - 2010(UNIVERSITY OF MICHIGAN, STEPHEN M. ROSS SCHOOL OF BUSINESS - Ann Arbor, MI)