

# Justin Smith

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Cryptofinance and blockchain technology expert with professional management experience in a variety of industries. Currently focused on building software that enables new business strategies.

## Experience

- 2015– **Head of Product**, *Monetas*, Zug, Switzerland.  
A cryptofinance startup making digital cash a reality in Africa.
  - Guided marketing and product strategy
  - Delivered a digital contracting client for the enterprise; consumer apps for mobile
- 2015–2015 **Sales Consultant**, *OSO Technologies*, Colorado, USA.  
Developed the market for one of the first "internet of things" products, PlantLink.
  - Closed three Fortune 100 clients in Q1 2015
  - Built the sales organization and a \$3MM USD pipeline
- 2012–2015 **Programmer**, *John Deere*, Colorado, USA.  
Created Dimensional Measurement Interface Standard foundry programs.
- 2011–2015 **Founder, Proprietor**, *Irikonji Dive Gear*, Florida, USA.  
SCUBA diving softgoods manufacturer. Sold privately 2015.
  - Created a comprehensive eCommerce system, from payments to order fulfillment
  - Bootstrapped all product design and development
  - Sold the company privately in 2015
- 2010–2012 **Technical Sales**, *Wolfram Research*, Illinois, USA.  
The creator of Mathematica and Wolfram|Alpha.
  - Trained academic personnel, Grew US Academic sales pipeline 60% in two years.
- 2008–2010 **Project Engineer**, *EPC Automotive*, Illinois, USA.  
Tier 3 supplier for Ford, Nissan, and Mitsubishi.
  - Created the company's metrology program.
- 2007–2008 **Operations Supervisor**, *Caterpillar Inc.*, Illinois, USA.  
Heavy equipment manufacturing with a focus on quality.
  - Responsible for 30 direct reports
  - Reduced non-conforming output 20%, increased throughput 40%.
- 2006–2007 **Quality Engineer**, *Caterpillar Inc.*, Illinois, USA.  
Heavy equipment manufacturing with a focus on quality.
  - Advanced the internal quality standard (MQ) to exceed ISO
  - Collected and prepared data, performed statistical analysis

## Presentations

- 2016 **Cryptofinance: Accessing Value in Connectivity** *UBS Zürich & London*  
2011 **Mathematica: An Overview** *Select Universities in the USA & Malaysia, ATCM Conference Thailand*  
2011 **A Hands-on Start to Mathematica** *Select Universities in the US*

## Teaching

- 2011-2013 **Adjunct Professor of Accounting**, *Williston State College*, North Dakota USA.

## Education

- 2009 **MBA**, *University of Illinois*, Champaign-Urbana, Illinois, USA.  
2006 **BS**, *Illinois State University*, Bloomington-Normal, Illinois, USA.

## Languages

English	<b>Native speaker</b>	<i>USA</i>
German	<b>A1</b>	<i>Switzerland</i>
French	<b>A1</b>	<i>Switzerland, France</i>
Spanish	<b>A1</b>	<i>Panamá</i>

## Computer skills

Programming	Python, PHP, C++, DMIS	Web	HTML, CSS, JS
Design	Adobe CS, LaTeX	Statistics	Mathematica, R
Organization	Confluence, JIRA	Modeling	Silma XG, UG NX3, ProE

## Interests

Mountain	Ski touring, technical climbing, dry tooling, and fly fishing
Ocean	Surfing, SCUBA diving
Travel	Visited over 30 countries in the last 5 years
Cryptofinance	UX and analytics development for Bitcoin, Zcash

## Personal

- Married
- US citizen and Swiss B permit holder, living in Zürich